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MANAGEMENT

FORMERLY: SURVEY OF BUYING POWER PART II

OCTOBER 26, 1992 ☐ A BILL PUBLICATION ☐ FIFTY-FIVE DOLLARS

1992 SURVEY OF MEDIA MARKETS

SECTION I: USER'S GUIDE AND HIGHLIGHTS

SECTION II: MEDIA MARKET PROFILES

SECTION III: 1996 METRO MARKET PROJECTIONS

SECTION IV: MERCHANDISE LINE SALES

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SALES & MARKETING MANAGEMENT

SURVEY OF MEDIA MARKETS
OCTOBER 26, 1992

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SECTION I

USER'S GUIDE AND HIGHLIGHTS

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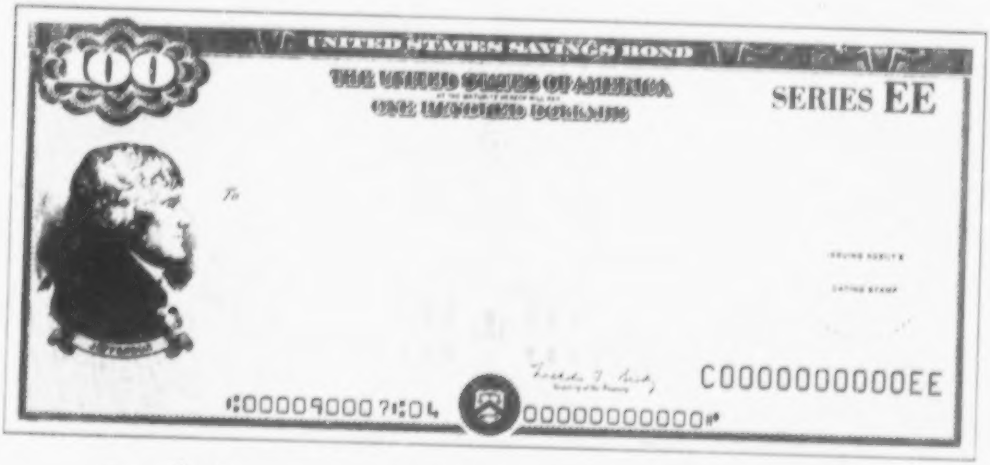
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SURVEY HIGHLIGHT

Tomorrow's Biggest Markets: The 50 Largest Metros in 1996

METRO	PROJECTED 1996 POP. (THOUS.)	PROJECTED % CHANGE 1991-96
Los Angeles-Long Beach	9,656.5	+ 6.3%
New York	8,774.9	+ 1.7
Chicago	6,244.3	+ 2.2
Philadelphia	5,097.1	+ 3.5
Detroit	4,460.1	+ 1.3
Washington, DC	4,383.6	+ 8.1
Boston-Lawrence-Salem-Lowell-Brockton	3,741.1	− 1.2
Houston	3,549.1	+ 5.3
Atlanta	3,391.5	+12.9
Riverside-San Bernardino	3,284.2	+16.3
Dallas	2,945.2	+10.5
Nassau-Suffolk	2,833.4	+ 6.8
San Diego	2,810.0	+ 7.9
Anaheim-Santa Ana	2,797.0	+11.4
Minneapolis-St. Paul	2,760.3	+ 8.4
Baltimore	2,548.1	+ 4.8
St. Louis	2,548.0	+ 2.9
Phoenix	2,498.6	+12.3
Oakland	2,324.4	+ 8.2
Tampa-St. Petersburg-Clearwater	2,292.1	+ 7.0
Seattle	2,158.9	+ 6.2
Miami-Hialeah	2,101.4	+ 5.7
Pittsburgh	1,984.1	− 2.6
Cleveland	1,819.0	− 0.4
Newark	1,815.0	− 0.5
Sacramento	1,787.6	+13.9
Denver	1,742.0	+ 5.4
San Francisco	1,723.9	+ 5.7
Kansas City, MO-KS	1,710.1	+ 6.4
San Jose	1,626.4	+ 6.1
Norfolk-Virginia Beach-Newport News	1,574.4	+ 8.8
Fort Worth-Arlington	1,569.4	+12.4
San Antonio	1,507.6	+11.2
Cincinnati	1,502.6	+ 2.5
Milwaukee	1,484.4	+ 2.7
Columbus, OH	1,473.0	+ 4.7
Fort Lauderdale-Hollywood-Pompano Beach	1,397.0	+ 7.6
Portland, OR	1,388.1	+ 8.7
Indianapolis	1,335.3	+ 4.9
Orlando	1,304.4	+14.5
Charlotte-Gastonia-Rock Hill, NC-SC	1,291.8	+ 7.6
New Orleans	1,278.7	+ 2.8
Bergen-Passaic	1,264.6	− 0.9
Salt Lake City-Ogden	1,202.3	+ 9.0
Hartford-New Britain-Middletown-Bristol	1,159.5	+ 2.0
Nashville	1,106.7	+ 8.9
Middlesex-Somerset-Hunterdon	1,102.5	+ 5.6
Monmouth-Ocean	1,082.5	+ 6.6
West Palm Beach-Boca Raton-Delray Beach	1,067.8	+15.2
Memphis	1,057.2	+ 5.4

SOURCE: *Sales & Marketing Management 1992 Survey of Media Markets*

standing tradition of producing a separate data section of newspaper market profiles based on our own system of "dominant" and "effective" counties has ultimately proven to be ill-suited to the realities of today's marketplace, since most newspapers now use either metro areas or media markets (ADIs and DMAs) to define their territories and coverages.

Therefore, in an effort to make our data more useful to marketers in either camp—and to reflect these changes in market perception—we've decided to eliminate our section of Newspaper Market Profiles, folding it into an expanded ADI listing that breaks out metro and nonmetro counties within a particular area and renaming both the data section (S&MM Media Markets) and the Survey itself (*Survey of Media Markets*). This way, those marketers who use metropolitan areas and/or counties to define their markets can utilize the data in our August *Survey of Buying Power*, while those opting for ADI-based geography can now find expanded data on their markets in the October *Survey of Media Markets*. The example that follows illustrates just one of the many ways these data can be used to better target consumers and customers through more effective media-based marketing.

One of the most commonly used measures of media market potential is total households, which basically tells you how many families you'll be reaching with your TV, radio, or print ad message. However, by utilizing the expanded data in the *Survey of Media Markets*, you can further refine your choice of markets using such indicators as a market's share of total U.S. retail sales—data that reveal that households and spending don't always go hand in hand, as we can see from this list of four similarly sized markets.

Media Market	Households (Thous.)	% of U.S. Retail Sales
Austin	[illegible]	[illegible]
Des Moines	[illegible]	[illegible]
Portland-Poland Springs	[illegible]	[illegible]
Shreveport-Texarkana	[illegible]	[illegible]

What we discover through this kind of basic analysis is that Austin, the largest (in terms of total households) of the four Media Markets charted, has nearly the same retail sales ratio as Des Moines, a market with over 7,000 fewer households. In addition, the Shreveport-Texarkana market posts a sales ratio smaller than that of either Austin or Des Moines but with fewer households overall. The real surprise here, however, is Portland-Poland Springs.

SURVEY HIGHLIGHT

Tomorrow's Wealthiest Metros: Average Household EBI in 1996

METRO	1996 AVERAGE HSHLD. EBI	METRO	1996 AVERAGE HSHLD. EBI
Lake County, IL	$96,109	Boulder-Longmont, CO	$61,799
Bridgeport-Stamford-Norwalk-Danbury, CT	89,163	Dallas, TX	61,679
Middlesex-Somerset-Hunterdon, NJ	86,624	New Haven-Waterbury-Meriden, CT	61,649
Bergen-Passaic, NJ	79,445	Santa Cruz, CA	61,325
Trenton, NJ	78,426	Philadelphia, PA	61,322
Nassau-Suffolk, NY	77,553	Bloomington-Normal, IN	60,870
Newark, NJ	75,079	Orange County, NY	60,760
San Jose, CA	72,780	Seattle, WA	60,518
Washington, DC	72,507	Santa Barbara-Santa Maria-Lompoc, CA	60,372
Anchorage, AK	71,764	Poughkeepsie, NY	59,568
Anaheim-Santa Ana, CA	70,489	Fort Worth-Arlington, TX	59,142
Naples, FL	70,359	New London-Norwich, CT	59,047
Honolulu, HI	69,753	Santa Fe, NM	58,809
Oxnard-Ventura, CA	68,070	New York, NY	58,761
Hartford-New Britain-Middletown-Bristol, CT	67,205	Los Angeles-Long Beach, CA	58,616
Monmouth-Ocean, NJ	66,878	Salinas-Seaside-Monterey, CA	58,223
Aurora-Elgin, IL	66,562	Wilmington, DE	58,130
San Francisco, CA	66,287	Jersey City, NJ	58,074
Boston-Lawrence-Salem-Lowell-Brockton, MA	65,384	Iowa City, IA	58,044
Manchester-Nashua, NH	64,550	Denver, CO	57,970
Oakland, CA	64,305	Burlington, VT	57,690
Joliet, IL	63,073	West Palm Beach-Boca Raton-Delray Beach, FL	57,481
Portsmouth-Dover-Rochester, NH	62,166	Madison, WI	57,333
Chicago, IL	62,021	Worcester-Fitchburg-Leominster, MA	56,781
Houston, TX	61,800	Raleigh-Durham, NC	56,622
		1996 U.S. AVERAGE	**$51,929**

SOURCE: *Sales & Marketing Management, 1992 Survey of Media Markets*

Maine, smaller than both Austin and Des Moines in terms of total households, but possessing a substantially higher retail sales ratio. With fewer households spending proportionately more retail dollars, this analysis shows Portland to be the market with the best potential when it comes to converting advertising expenditures to sales revenues.

Armed with these additional insights into the comparative appeal of these markets, ad dollars can now be allocated according to the relative strength of local retail spending rather than population alone. Using this kind of measure, Portland-Poland Springs would receive a larger share of the ad budget than that indicated by its total population, whereas just the opposite would be true for Austin and Des Moines.

Another piece of the Survey's Media Market data that can help make ad campaigns more cost-effective is that concerning an area's racial and ethnic mix. For companies targeting black consumers, for example, a bit of quick arithmetic reveals that the 16 ADIs with black populations of 500,000 or more are home to nearly half (48.0%) of the nation's 31 million blacks but only around 36% of the population as a whole. With this kind of market concentration attainable by targeting only 16 out of 209 ADIs, it's easy to see just

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how much time and money can be saved by using these data to eliminate unnecessary coverage. In addition, these 16 markets can be further refined by examining the breakouts of metro and nonmetro counties within each area, which will tell you whether your heaviest concentrations of advertising should be aimed at the core metro area itself or at the nonmetro counties that surround it.

METRO MARKET PROJECTIONS

Savvy marketers make it their business to stay one step ahead of change, and one way they do this is by knowing what lies ahead in terms of a market's growth. To help piece together a reliable picture of the future, the *Survey of Media Markets* includes five-year projections of population, Effective Buying Income, retail sales, and the Buying Power Index for metros and their component counties, information that can be used in a number of different ways to help planners uncover areas of emerging opportunity.

Perhaps the simplest way to utilize projections is to analyze your sales coverage in markets with the highest projected population growth. By doing this, you can make sure you're in a position to take advantage of this growth by expanding your sales efforts accordingly over the next few years. Conversely, by looking at areas where projected gains are lower than the U.S. average, you can institute cutbacks in those markets that will comprise a dwindling share of U.S. potential in upcoming years.

In addition to population-based planning, household income projections can also provide a key indicator of future sales potential, since this figure underscores an area's buying power. Income data from this section of the *Survey of Media Markets* show current average household Effective Buying Income (roughly equivalent to disposable or after-tax income), as well as a five-year projection for all metro areas and their component counties. By calculating the percentage of change between these two figures, you can easily find out which markets will enjoy the fastest growth in their relative affluence over the next five years. As an illustration of how this information can be used in sales planning, let's look at the nation's 10 largest metros and their projected income growth between 1991 and 1996.

Metro	Avg. Hshld. EBI 1991	Avg. Hshld. EBI 1996	% Change 1991-96
Los Angeles-Long Beach	$46,265	$58,646	26.8
New York	43,741	56,161	28.5
Chicago	[illegible]	52,021	29.0
Philadelphia	47,145	61,522	30.1
Detroit	42,461	54,932	29.4
Washington	55,132	[illegible]	31.3
Boston-Lawrence-Salem-Lowell-Brockton	49,858	65,384	31.1
Houston	45,241	61,808	36.6
Atlanta	45,410	[illegible]	[illegible]
Riverside-San Bernardino	40,931	51,992	27.0
U.S. Average	**$39,806**	**$51,929**	**30.5%**

As we can see, only three of these metros are projected to post income growth rates higher than that for the nation as a whole, while the other seven will grow more slowly. With this kind of information in hand, adjustments can be made to your marketing plans that take these changes into account, allowing you to increase your marketing efforts proportionately in those areas where income growth will be above average. Of course, this is not to say that other markets should be ignored simply because they're projected to increase at less than the national average, but as an indicator of relative change, these data will help you produce a ranking of markets that shows you which ones offer the best potential.

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SURVEY HIGHLIGHT

Tomorrow's Fastest-Growing Markets: Population Growth Rates, 1991-96

METRO	% GROWTH 1991-96	1996 POPULATION
Las Vegas, NV	20.6%	986,000
Bakersfield, CA	16.7	678,400
Fresno, CA	16.5	826,200
Naples, FL	16.5	191,100
Riverside-San Bernardino, CA	16.3	3,284,200
Yuba City, CA	16.3	150,100
Fort Myers-Cape Coral, FL	15.4	412,000
McAllen-Edinburg-Mission, TX	15.2	467,200
West Palm Beach-Boca Raton-Delray Beach, FL	15.2	1,067,800
Vancouver, WA	15.0	287,700
Fort Pierce, FL	14.9	307,100
Ocala, FL	14.8	236,900
Redding, CA	14.8	179,500
Orlando, FL	14.5	1,304,400
Visalia-Tulare-Porterville, CA	14.2	374,700
Las Cruces, NM	14.1	162,700
Sacramento, CA	13.9	1,787,600
Fort Collins-Loveland, CO	13.5	223,000
Merced, CA	13.0	211,000
Atlanta, GA	12.9	3,391,500
Bremerton, WA	12.9	225,200
Laredo, TX	12.9	157,100
Modesto, CA	12.9	445,500
Melbourne-Titusville-Palm Bay, FL	12.7	473,000
Chico, CA	12.4	213,600
U.S. AVERAGE/TOTAL	**5.0%**	**266,206,500**

SOURCE: *Sales & Marketing Management; 1992 Survey of Media Markets.*

Taking this example one step further, we can then construct an **Income Growth Index** (IGI) that shows the relative position of markets in terms of their projected income growth. This is done by simply dividing a metro's percent change figure by the comparable U.S. average. Here we'll look at three different metros with similar 1991 average household income figures that turn out to have markedly different IGIs:

Metro	1991 Income	% Change 1991-96	IGI
Austin	$40,201	[illegible]	[illegible]
Phoenix	[illegible]	[illegible]	79
Indianapolis	[illegible]	[illegible]	[illegible]

Here we see that both Austin and Indianapolis are projected to have higher income growth than the nation as a whole over the next five years since their percent change figures are above the U.S. average of 30.5% (or 100 on the Income Growth Index scale). And even though these three metros are starting from roughly the same point in terms of current income, their projected rates of increase show a variance.

Similar calculations can also be performed using either total retail sales data (another of the basic components in the Survey's projections) or the five-year change in the Buying Power Index (BPI), which shows each market's share of potential U.S. purchasing power. The BPI is often used to chart area activity relative to other markets or to the U.S. as a whole, and for more information on how this figure is calculated, turn to the Definition of Terms in this section, or to the Survey Highlight entitled "How to Construct a Custom BPI" on page 13.

MERCHANDISE LINE SALES

The data in this section pertain to the dollars spent on specific products purchased from a wide variety of retail sources. These figures are markedly different from those for retail sales by store group, which show sales for a particular type of store rather than a product category sold within that store.

The distinction is an important one, because in today's changing retail environment, cross-merchandising has become the rule rather than the exception. With retailers taking on more and more nontraditional product lines, this means that store groups have less correlation with the particular product category historically associated with them (i.e., food stores are selling a lot more than just groceries).

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SURVEY HIGHLIGHT

The Rise and Fall of State Buying Power, 1991-96:

The Gainers ...

STATE	1991 BPI	1996 BPI	NET GAIN
Texas	6.6717	7.0021	+ .3304
Florida	5.4837	5.8118	+ .3281
Arizona	1.3978	1.4965	+ .0987
California	12.6608	12.7469	+ .0861
Colorado	1.3684	1.4392	+ .0708
Oregon	1.1470	1.2162	+ .0692
Washington	2.0592	2.1263	+ .0671
Minnesota	1.7865	1.8415	+ .0550
Nevada	.5242	.5723	+ .0481
Louisiana	1.4910	1.5268	+ .0358
South Carolina	1.2514	1.2838	+ .0324
Tennessee	1.7989	1.8303	+ .0314
Georgia	2.4916	2.5161	+ .0245
Utah	.5842	.6087	+ .0245
Hawaii	.5312	.5511	+ .0199
Alaska	.2594	.2765	+ .0171
Kentucky	1.2868	1.3021	+ .0153
North Carolina	2.4717	2.4868	+ .0151
New Mexico	.5260	.5408	+ .0148
Indiana	2.1074	2.1210	+ .0136
Idaho	.3548	.3660	+ .0112
Arkansas	.8105	8189	+ .0084
Wyoming	.1646	.1707	+ .0061
Montana	.2911	.2957	+ .0046
South Dakota	.2619	.2650	+ .0031
Kansas	.9621	.9637	+ .0016
North Dakota	.2343	.2354	+ .0011
Oklahoma	1.0786	1.0797	+ .0011
Nebraska	.6012	.6020	+ .0008

... and the Losers

STATE	1991 BPI	1996 BPI	NET LOSS
New York	7.4575	7.0510	– .4065
Pennsylvania	4.6653	4.4216	– .2437
New Jersey	3.7379	3.5853	– .1526
Illinois	4.8229	4.7129	– .1100
Massachusettes	2.7376	2.6447	– .0929
Connecticut	1.5845	1.4923	– .0922
Michigan	3.6620	3.5753	– .0867
Maryland	2.0884	2.0340	– .0544
Missouri	1.9700	1.9354	– .0346
Ohio	4.1514	4.1170	– .0344
Washington, DC	.2508	.2284	– .0224
Wisconsin	1.8975	1.8774	– .0201
Virginia	2.5765	2.5574	– .0191
Alabama	1.4153	1.3976	– .0177
Rhode Island	.3848	.3686	– .0162
Maine	.4896	.4767	– .0129
Vermont	.2229	.2166	– .0063
New Hampshire	.5270	.5221	– .0049
Iowa	1.0456	1.0425	– .0031
West Virginia	.5737	.5724	– .0013
Delaware	.2938	.2918	– .0002
Mississippi	.7861	.7851	– .0001

SOURCE: Sales & Marketing Management, *1992 Survey of Media Markets*

figures are based on a single product category, they tend to provide a more accurate indication of a product's market potential than store group totals, which are not product-specific. Using food stores as an example, sales for this category totaled $370.3 billion in 1991, while purchases of groceries and other foods came to $304.2 billion.

The difference between these two figures may not seem all that significant at the national level, but it can be critical when applied to individual metro markets. Suffice it to say that the more precise information a marketer has for estimating individual product potential, the more reliable the calculations of his or her own sales potential will be—which translates to more equitable quotas for the sales force.

For example, if we look at food store sales and grocery sales for three different markets, we see that not all metros possess the same ratio of merchandise-line-to-store-group (ML/SG) sales.

Metro	Food Stores ($ Mil.)	Groceries ($ Mil.)	ML/SG Ratio
Waco	[illegible]	[illegible]	[illegible]
Ocala	[illegible]	[illegible]	[illegible]
Yakima	[illegible]	[illegible]	[illegible]

Even though the difference between food store sales in these markets is less than 1%, the share of sales accounted for by groceries varies widely, particularly in the case of Waco. Here, a marketer of groceries and other food products might seriously overestimate Waco's potential by looking only at food store sales—while at the same time underestimating Ocala's share of the market. By charting grocery sales rather than food store sales—and constructing a sales ratio for each targeted market—a more realistic picture of sales potential emerges that reflects the actual sales for the merchandise line in question.

Another example of the sharper insights that can be gained from looking at merchandise line sales is shown by the following analysis of four markets that have nearly identical levels of furniture/home furnishing/appliance (F/H/A) store sales but different levels of major household appliance sales (just one of the many merchandise lines sold through this channel of distribution).

Metro	F/H/A Stores ($ Mil.)	Major Hsld. Appliances ($ Mil.)
Springfield	[illegible]	$22.8
Killeen-Temple	65.2	20.3
Champaign-Urbana-Rantoul	64.4	18.1
Fort Walton Beach	64.0	17.0

As we can see from these figures, the difference between major household appliance sales in Fort Walton

Beach ($17.0 million) and Springfield ($22.8 million) is considerable, presenting a different picture of these markets than their similar F/H/A store sales figures do. For a marketer of refrigerators, air conditioners, or garbage disposals, this information could spell the difference between success and failure when approaching these markets. In addition, it also shows the relative importance (or lack thereof) of F/H/A stores in the overall mix of major household appliance sales, the direct result of more and more appliances being purchased in other types of retail outlets such as department stores, discount stores, and variety stores.

Further refinement of these figures can be carried out by factoring in sales for other related merchandise lines, and if you happen to be selling furniture and sleep equipment, you may want to add a third column to these figures that shows sales in this category:

Metro	F/H/A Stores ($ Mil.)	Major Hshld. Appl. ($ Mil.)	Furn. & Sleep Equip. ($ Mil.)
Springfield	[illegible]	[illegible]	[illegible]
Killeen-Temple	[illegible]	[illegible]	[illegible]
Champaign? (Urbana-Rantoul)	[illegible]	[illegible]	24.2
Fort Walton Beach	[illegible]	[illegible]	[illegible]

Here, we see that furniture and sleep equipment sales account for a greater share of F/H/A store sales than household appliances; in the case of Fort Walton Beach, the figure is much higher. By contextualizing this kind of sales information, a marketer can better evaluate a market before allocating salespeople and advertising expenditures to an area, fine-tuning the data to be sure that such investments are made equitably. ❖

Let Us Hear From You

Many of the improvements and additions to S&MM's survey issues are a direct result of comments and suggestions we have received from our subscribers over the years. Such changes confirm *Sales & Marketing Management*'s commitment to provide our readers with the information they need to achieve greater sophistication and precision in analysis and planning.

Any questions, ideas, or suggestions you may have should be addressed to the Editorial Director for Surveys, *Sales & Marketing Management*, 633 Third Ave., New York, NY 10017.

SURVEY HIGHLIGHT

Tomorrow's Negative-Growth Markets: Rates of Decline, 1991-96

METRO	% DECLINE 1991-96	1996 POPULATION
Dubuque, IA	−1.5%	84,700
Lynchburg, VA	−1.5	140,100
Steubenville-Weirton, OH-WV	−1.6	138,600
Binghamton, NY	−1.7	259,600
Casper, WY	−1.7	59,100
Terre Haute, IN	−2.0	127,400
Jersey City, NJ	−2.2	536,800
Beaumont-Port Arthur, TX	−2.3	349,500
Wheeling, WV	−2.3	153,500
Beaver County, PA	−2.5	179,600
Pittsburg, PA	−2.6	1,984,100
Utica-Rome, NY	−2.7	307,700
St. Joseph, MO	−2.8	80,400
Sharon, PA	−2.8	116,500
Jamestown-Dunkirk, NY	−3.0	136,600
Davenport-Rock Island-Moline, IA-IL	−3.2	335,300
Waterloo-Cedar Falls, IA	−3.2	140,600
Albany, GA	−3.3	108,000
Duluth, MN	−3.3	229,200
Johnstown, PA	−3.4	230,100
Danville, VA	−3.6	103,700
Pittsfield, MA	−3.9	132,600
Decatur, IL	−4.3	110,400
Odessa, TX	−4.4	112,100
Enid, OK	−6.8	51,100
U.S. AVERAGE/TOTAL	**+5.0%**	**266,206,500**

SOURCE: Sales & Marketing Management, *1992 Survey of Media Markets.*

SURVEY HIGHLIGHT

S&MM Media Markets With The Most Children Aged 2 to 11

MEDIA MARKET (ADI)	POPULATION AGED 2-11	% POP. AGED 2-11
New York	2,402,700	12.8%
Los Angeles	2,267,600	12.7
Chicago	1,252,500	14.8
Philadelphia	997,500	13.8
San Francisco	804,700	13.2
Dallas-Fort Worth	745,500	15.6
Boston	743,200	12.9
Houston	677,500	16.5
Detroit	677,100	14.4
Washington, DC	658,500	13.6
Minneapolis-St. Paul	586,300	15.8
Atlanta	574,800	14.6
Cleveland	537,700	14.3
Seattle-Tacoma	535,400	14.7
Sacramento-Stockton	488,000	16.2
St. Louis	445,900	15.1
Miami-Ft. Lauderdale	429,600	12.8
Phoenix	419,800	15.3
Salt Lake City	399,400	21.0
Denver	396,700	15.1
Pittsburgh	370,600	12.6
San Diego	368,600	14.2
Baltimore	365,200	14.0
Tampa-St. Petersburg	352,500	11.8
Portland	347,900	14.8
Indianapolis	334,800	14.4

SOURCE: Sales & Marketing Management, *1992 Survey of Media Markets.*

SURVEY HIGHLIGHT

How to Construct a Custom BPI

Sales & Marketing Management's patented Buying Power Index, or BPI, has been a part of the *Survey of Buying Power* for more than 30 years, providing marketers with a standardized measurement of the relative buying power of states, metros, counties, and cities. The BPI listed in the Survey's data sections is a general indicator constructed from data on total population, total Effective Buying Income (EBI), and total retail sales—the three basic categories of statistics covered by the Survey.

For those who need to define their markets more specifically, however, it is possible to construct a customized version of the BPI, using any of the subclassifications of statistics in the Survey's three basic data fields. By selecting a Demographic component (population), an Economic component (income), and a Distribution component (retail sales), you can use the formula outlined below to convert data from individual markets into a custom BPI for your product or service.

For our purposes, we will label these three BPI components as follows: Demographic = **A**; Economic = **B**; and Distribution = **C**. Looking at each of these areas individually, here's how you might go about selecting them:

A: Demographic - First of all, you'll need to isolate the population or household-related factor that best describes your "ideal" consumer. For example, if you're selling video games, the 18-and-under age segment is a better indicator of market potential than total population. On the other hand, if your product is media-oriented (magazines, mail-order catalogs, etc.), you may want to use household counts as your demographic component.

B: Economic - The next step involves selecting the income group(s) best suited to your product. Here, the Survey offers you five basic ranges of household incomes, and you can easily combine two or more groups to achieve a broader spectrum of potential. For example, if you're selling a premium-priced product, you might select households with incomes of $35,000 and above.

C: Distribution - Isolating a particular store group that parallels your preferred channel of distribution is the final step in the preliminary selection process. If you're selling beer, for example, you may want to combine Eating & Drinking Place sales and Food Store sales, since these are the two largest markets for your product. On the other hand, if you're selling shampoo, Drugstores and General Merchandise stores (which includes department stores and discount stores) would be a better distribution-related indicator.

Once these three factors have been selected, you can then compute your custom BPI by following this simple four-step process:

Step 1 - For each market (region, state, metro, county, etc.), you'll first need to compare local activity to that for the U.S. as a whole, producing a ratio for each of the three BPI factors (**A-B-C**). In this example, the Demographic component (**A**) would be calculated as follows:

$$\frac{\text{Market's Pop. Under 18}}{\text{U.S. Pop. Under 18}} = X\%$$

Next, using households with EBIs of $35,000 and above as the Economic factor (**B**), we compare the market with the appropriate U.S. total:

$$\frac{\text{Market's Hshlds. w/EBIs \$35,000+}}{\text{U.S. Hshlds. w/EBIs \$35,000+}} = Y\%$$

And finally, we calculate the Distribution component (**C**) by constructing a ratio of local Food Store sales to U.S. Food Store sales:

$$\frac{\text{Market's Food Store Sales}}{\text{U.S. Food Store Sales}} = Z\%$$

Step 2 - Armed with these percentages (X-Y-Z), we are now ready to assign weights to the demographic, economic, and distribution-related components, according to their perceived importance in the selling process. In all cases, the assigned weights should be expressed in decimals (50% = .5, 30% = .3, etc.).

Since income is often cited as the most important indicator of potential purchasing power, your weighting of these factors might look something like this:

Factor **A** (Demographic) - .2 (20%)
Factor **B** (Economic) - .5 (50%)
Factor **C** (Distribution) - .3 (30%)

Step 3 - Multiplying each component ratio (X-Y-Z) by its appropriate weight and adding the resulting totals will then give you the BPI for a particular market:

$$(.2 \times X\%) + (.5 \times Y\%) + (.3 \times Z\%) = \text{BPI}$$

The fractional figure you arrive at can then be used as a relative indicator to compare the potential buying power of this market to that for the U.S. as a whole (U.S. = 100.0000.)*

Step 4 - Repeat this same procedure for each targeted market, compiling a list of markets ranked according to their BPIs. If your particular product warrants the construction of a BPI with only two factors (or possibly four or five), remember that the same principles apply in terms of weighting the various components. In other words, the percentages should still total 100%, regardless of the number of BPI components.

***Note:** *If you're selling your product in a limited number of markets, you may want to substitute the combined total of these markets for the U.S. totals in your calculations. In such a case, your BPI of 100.0000 would represent the total of these markets only.*

SAMPLE TABLES FROM THE SURVEY OF MEDIA MARKETS

SECTION II
Media Market Profiles

S&MM ESTIMATES: 12/31/91

STATE S&MM/ARBITRON MEDIA MARKET (ADI)	POPULATION										EFFECTIVE BUYING INCOME	RETAIL SALES	
	Total Pop. (Thous.)	House-holds (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	Population by Age Group (Thous.) 2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	BUYING POWER INDEX
ALABAMA													
ANNISTON	**116.7**	**43.1**	**22.0**	**1.3**	**15.9**	**10.4**	**14.4**	**17.8**	**24.4**	**30.6**	**1,324,133**	**734,327**	**.0390**
metropolitan	116.7	43.1	22.0	1.3	15.9	10.4	14.4	17.8	24.4	30.6	1,324,133	734,327	.0390
BIRMINGHAM	**1,382.4**	**523.2**	**330.1**	**5.1**	**197.2**	**119.5**	**131.6**	**214.6**	**295.6**	**383.3**	**17,453,902**	**8,941,524**	**.4900**
metropolitan	1,016.9	387.8	262.5	3.9	144.3	85.0	96.9	162.8	221.1	276.7	13,766,857	7,308,041	.3853
nonmetropolitan	365.5	135.4	67.6	1.2	52.9	34.5	34.7	51.8	74.5	106.6	3,687,045	1,633,483	.1047

SECTION III
1996 Projections

S&MM ESTIMATES

METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	Average Household EBI 1996	1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	Retail Sales Per Household 1996	1991	1996
ALABAMA															
ANNISTON	**116.7**	**117.6**	**.8**	**43.7**	**1.4**	**1,808,686**	**36.6**	**30,722**	**41,389**	**929,620**	**26.6**	**17,038**	**21,273**	**.0390**	**.0376**
Calhoun	116.7	117.6	.8	43.7	1.4	1,808,686	36.6	30,722	41,389	929,620	26.6	17,038	21,273	.0390	.0376
BIRMINGHAM	**917.1**	**943.6**	**2.9**	**363.2**	**4.0**	**17,920,967**	**41.4**	**36,311**	**49,342**	**8,450,205**	**26.9**	**19,081**	**23,266**	**.3522**	**.3474**
Blount	39.7	41.1	3.5	15.3	3.4	505,846	23.7	27,627	33,062	192,409	29.5	10,039	12,576	.0112	.0103
Jefferson	652.3	654.2	.3	255.7	1.5	12,709,266	38.3	36,459	49,704	6,886,231	25.3	21,815	26,931	.2652	.2561
St. Clair	52.2	59.1	13.2	21.2	14.6	958,963	57.6	32,887	45,234	293,722	50.8	10,532	13,855	.0155	.0173
Shelby	105.0	120.5	14.8	44.7	17.3	2,764,211	58.2	45,858	61,839	495,894	37.8	9,442	11,094	.0376	.0420
Walker	67.9	68.7	1.2	26.3	2.3	982,681	35.7	28,174	37,364	581,950	26.4	17,913	22,127	.0227	.0217

SECTION IV
1991 Regional and State Summaries of Merchandise Line Sales

S&MM ESTIMATES

REGION State	GROCERIES & OTHER FOODS		DRUGS & HEALTH & BEAUTY AIDS		WOMEN'S & GIRLS' CLOTHING		MEN'S & BOYS' CLOTHING		FOOTWEAR		MAJOR HOUSEHOLD APPLIANCES		FURNITURE & SLEEP EQUIPMENT	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Dept. Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In F/H/A Stores ($000)	In All Stores ($000)	In F/H/A Stores ($000)
NEW ENGLAND	**18,902,374**	**17,856,395**	**4,679,752**	**3,156,589**	**5,973,167**	**2,991,380**	**2,998,349**	**1,125,691**	**1,442,840**	**984,713**	**1,191,616**	**497,271**	**1,978,320**	**1,499,251**
Connecticut	4,395,857	4,186,210	1,130,773	714,211	1,433,828	757,603	691,313	281,369	354,704	264,709	293,972	161,289	553,522	416,999
Maine	1,695,105	1,578,948	388,871	232,322	442,780	159,961	334,958	68,571	190,047	73,784	109,333	48,731	128,955	95,613
Massachusetts	8,903,463	8,444,539	2,289,149	1,617,534	3,105,985	1,588,769	1,449,854	568,992	660,555	473,077	523,490	196,474	947,516	720,414
New Hampshire	1,863,660	1,745,670	368,815	234,322	484,326	213,957	245,188	102,312	118,580	89,398	148,539	58,462	177,002	131,766
Rhode Island	1,211,989	1,138,034	338,276	256,943	344,411	186,812	176,314	80,006	81,200	58,596	80,108	16,653	108,646	80,814
Vermont	832,300	762,994	183,868	101,257	161,837	84,278	100,722	24,441	37,754	25,149	36,174	15,662	62,679	53,645
MIDDLE ATLANTIC	**49,385,930**	**47,227,354**	**13,760,785**	**8,695,220**	**17,635,204**	**9,276,364**	**8,417,529**	**3,354,886**	**4,341,790**	**3,276,379**	**3,124,702**	**1,626,767**	**5,852,755**	**4,404,285**
New Jersey	11,522,565	11,162,613	3,117,733	1,794,088	4,385,897	2,419,237	1,939,521	774,455	1,043,076	778,465	701,750	361,875	1,590,154	1,239,865

DEFINITION OF TERMS IN THE SURVEY OF MEDIA MARKETS

ADI - AREA OF DOMINANT INFLUENCE: This is the formal term for what is more commonly known as a TV or broadcast market, or what is referred to in the Survey as an S&MM Media Market. Definitions for ADIs are supplied by Arbitron, the Control Data subsidiary that generates ratings for broadcast programming. Basically, ADIs are selected by totaling the viewer hours of TV stations whose signals reach a particular county, with total hours then converted to a percentage share of all viewing hours. The name of an ADI is assigned according to the market of origin of the station(s) with the largest share of viewer hours, and all counties whose largest viewer share is given to stations in that same market of origin are grouped together under that particular ADI.

NOTE: Because of the more nebulous reach of broadcast signals, ADIs don't always conform to whole-county geography like metro markets or newspaper markets. In certain cases, Arbitron splits counties, treating each portion as if it were a separate county. Each county, or portion thereof, is allocated exclusively to a single ADI, thus eliminating any geographic overlap. ADI data in the *Survey of Media Markets* cover all U.S. states, with the exception of Alaska and Hawaii. Also, the metropolitan and/or nonmetropolitan breakouts that are shown for each Media Market are based on U.S. Census Bureau criteria that identify individual counties as being part of a designated metropolitan or nonmetropolitan area, conforming to the definitions used in the August *Survey of Buying Power.*

APPAREL STORES: The Regional and State Summaries of Merchandise Line Sales on page 88 show sales for seven different merchandise lines. For two of these categories—Women's & Girls' Clothing and Footwear—sales are broken out for All Stores and also for Apparel Stores, the major channel of distribution (dollar-wise) for these merchandise lines. By definition, Apparel Stores include establishments primarily engaged in selling new clothing; shoes; hats; underwear; and related articles. They also encompass children's and infants' wear stores; bridal shops; furriers; handbag stores; lingerie stores; custom tailors; and sports apparel stores.

AUDIO EQUIPMENT, MUSICAL INSTRUMENT, AND SUPPLY SALES: This Merchandise Line Sales ranking table in Section IV shows total combined metro area sales of items such as radios; record players; tape recorders; components; parts & accessories; tapes; records; compact disks; sheet music; and all types of musical instruments. (See Merchandise Line Sales.)

AVERAGE HOUSEHOLD EBI: This figure from the Metro Market Projections in Section III shows current (1991) and projected (1996) Effective Buying Income on a per-household basis for all metro markets and their component counties. Average Household EBI is calculated by dividing the total number of households into total EBI for a given geographic area.

This figure is markedly different than the Median Household EBI figure reported in the August *Survey of Buying Power.* Because total EBI includes incomes of college, military, and other institutional-style populations housed in group quarters not considered households, a per-household average credits households with income from these groups that is not really theirs. (See Effective Buying Income.)

BLACK POPULATION: These figures in the Media Market Profiles (Section II) are updated from the 1990 Census of Population and Housing. Basically, they constitute a head-count estimate of persons who consider themselves members of the black race and who lived in a designated Media Market at the end of that year. Estimated totals are as of 12/31/91.

BUYING POWER INDEX (BPI): A weighted index that converts the Survey's three basic elements—population (the demographic factor), Effective Buying Income (the economic factor), and retail sales (the distribution factor)—into a measurement of a market's "ability to buy," expressing it as a percentage of the national total (U.S. = 100.0000). The BPI is calculated by first producing a ratio of local population, income, and retail sales to the comparable U.S. totals, then assigning a weight of .5 to an area's income; .3 to retail sales; and .2 to population. These weights are then multiplied by the appropriate ratios and the resulting figures added together to produce the BPI for a state, metro, county, or media market. The BPI is one of the Survey's most important measures, used to estimate potential for mass-marketed items sold at popular prices.

NOTE: The farther a product is removed from the mass market, the greater the need for a "custom" BPI calculated by using more finely tuned demographic, economic, and distribution-related factors. A more in-depth discussion of how to calculate a custom BPI can be found in the Survey Highlights in Section I.

CONSOLIDATED METROPOLITAN STATISTICAL AREA (CMSA): The largest of the government's three-tiered classification of metro markets, a CMSA is a large "megalopolitan" area made up of two or more component Primary Metropolitan Statistical Areas, or PMSAs.

Although the *Survey of Media Markets* reports aggregate statistics for CMSAs in Section III (Metro Market Projections), such markets are not included in the Merchandise Line Sales rankings for metro markets in Section IV, since CMSAs are made up of groups of existing metros (PMSAs) rather than counties. (See Metropolitan Statistical Area and Primary Metropolitan Statistical Area.)

COUNTY: The primary political administrative subdivision of a state, counties are widely used by marketers since 1) the most current available data below the state level is that reported for counties; 2) county boundaries are rarely altered; 3) complete national coverage can be achieved by aggregating all counties; 4) the nation's 3,140 county units provide the most easily manageable building blocks for designing sales territories; and 5) county boundaries are readily identifiable for mapping purposes.

The Metro Market Projections in Section III of the *Survey of Media Markets* follow county boundaries as defined by the 1990 Census of Population, with the following exception: Denali Borough, AK, was created from the Yukon-Koyukuk Census Area in late 1990.

NOTE: In the state of Louisiana, parishes are used in lieu of counties, and in Alaska, census areas and boroughs are utilized. The District of Columbia (Washington, DC) is treated as a single county, and in the state of Virginia, all cities are by law independent of counties, with the Survey treating them as separate county units. In addition, the cities of Baltimore, MD, St. Louis, MO, and Carson City, NV, are considered independent cities.

DEPARTMENT STORES: The Regional and State Summaries of Merchandise Line Sales on page 88 show sales for seven different merchandise lines. For one of these categories—Men's and Boys' Clothing—sales are broken out for All Stores and also for Department Stores, the major channel of distribution (dollarwise) for this merchandise line. By definition, a Department Store is an establishment that employs 50 or more people and has combined sales of soft goods and apparel totalling at least 20% of all sales. Furthermore, the establishment must sell minimum amounts of 1) furniture, home furnishings, appliances, radios, and TV sets; 2) a general line of apparel; and 3) household linens and dry goods. So-called mass merchandisers and discount stores are included if they meet the above criteria.

DRUG AND HEALTH & BEAUTY AID SALES: Sales for this merchandise line are shown in the Regional and State Summaries table and also in a separate Metro Market Ranking table in Section IV.

This category includes sales of proprietary drugs, health aids, cosmetics, and other personal hygiene products, and should not be confused with sales for Drugstores, which pertain to *all* types of merchandise sold within that particular store group. (See Merchandise Line Sales.)

DRUGSTORES: This store group category is found in the Regional and State Summaries of Merchandise Line Sales in Section IV. Drugstores are listed as the major channel of distribution for Drugs and Health & Beauty Aids, one of the seven merchandise lines shown in the Regional and State Summaries table on page 88. Here, D&H&BA sales in Drugstores are shown as a subgroup of sales in All Stores.

EFFECTIVE BUYING INCOME (EBI): A classification developed exclusively by Sales & Marketing Management to distinguish it from other sources reporting income statistics, EBI is defined as all personal income less personal tax and non-tax payments—a number often referred to as disposable or "after-tax" income.

Personal income is the aggregate of wages and salaries, other labor-related income (such as employer contributions to private pension funds), proprietor's income, rental income (which includes imputed rental income of owner-occupants of non-farm dwellings), dividends paid by corporations, interest income from all sources, and transfer payments (such as pensions and welfare assistance).

Deducted from this total are personal taxes (federal, state, and local), non-tax payments (fines, fees, penalties, etc.), and personal contributions to social insurance. According to U.S. government definitions, the resultant figure is commonly known as "disposable personal income."

FOOD STORES: In Section IV, Food Stores appear as a subgroup of All Stores, showing sales for the Groceries and Other Foods merchandise line in this major channel of distribution.

FOOTWEAR SALES: Sales for this merchandise line are shown in the Regional and State Summaries table and also in a separate Metro Market Ranking

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table in Section IV.

This category includes sales of women's and girls' footwear; men's and boys' footwear; children's footwear; and footwear accessories; infants' and toddlers' footwear are not included in this category. (See Merchandise Line Sales.)

F/H/A - FURNITURE/HOME FURNISHING/APPLIANCE STORES: In Section IV, F/H/A Stores are shown as a major channel of distribution for the merchandise line categories of Major Household Appliances and Furniture and Sleep Equipment. Figures here pertain to sales for these merchandise lines as a subgroup of sales in All Stores. (See Retail Sales by Store Group.)

FURNITURE AND SLEEP EQUIPMENT SALES: Sales for this merchandise line are shown in the Regional and State Summaries table and also in a separate Metro Market Ranking table in Section IV.

This category includes sales of living room, dining room, and bedroom furniture; sleep furniture and equipment; and all other furniture, including outdoor and office furniture. (See Merchandise Line Sales.)

GROCERY AND OTHER FOOD SALES: Sales for this merchandise line are shown in the Regional and State Summaries table and also in a separate Metro Market Ranking table in Section IV.

This category includes sales of meat, fish, and poultry; produce; frozen foods; dairy products; bakery products (except frozen); delicatessen items; and all other foods purchased primarily for home consumption. Meals, snacks, alcoholic beverages, packaged alcoholic beverages, and tobacco products are not included in this category. (See Merchandise Line Sales.)

HISPANIC POPULATION: These figures, listed in the Media Market Profiles (Section II), are updated from the 1990 Census of Population and Housing. Basically, they constitute a head count of all persons who consider themselves of Spanish or Hispanic origin or descent who lived in a designated Media Market at the end of that year. Currently, the largest subgroups in this category include Mexicans, Puerto Ricans, and Cubans, and it should be noted that persons of Hispanic origin may be of any race. Estimated totals are as of 12/31/91.

HOME COMPUTER AND CALCULATOR SALES: This Merchandise Line Sales ranking table in Section IV shows total combined metro area sales of such things as home computers; prerecorded software; diskettes; computer games; parts and accessories; calculators; and other miscellaneous electronics sold in retail outlets. Catalog and direct sales of any of these items from manufacturers are not included. (See Merchandise Line Sales.)

HOUSEHOLDS: A household consists of all the people occupying a single housing unit under the 1990 Census rules. A housing unit is defined as a house, an apartment, a group of rooms, or a single room. In addition, the members of a household need not be related, and a single person living alone in a housing unit is also considered a household.

Persons who are not counted as members of households include those living in group quarters such as institutions, college dormitories, military barracks, hospitals, and nursing homes.

NOTE: Although the total population of a given geographic area will include those people residing in group quarters, household totals do not,

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which means that calculations of per-household income and retail sales may not adequately reflect an area's true residential makeup.

MAJOR HOUSEHOLD APPLIANCE SALES: Sales for this merchandise line are shown in the Regional and State Summaries table and also in a separate Metro Market Ranking table in Section IV.

This category includes sales of such items as kitchen appliances, laundry appliances, and other major household appliances. (See Merchandise Line Sales.)

MEN'S AND BOYS' CLOTHING SALES: Sales for this merchandise line are shown in the Regional and State Summaries table and also in a separate Metro Market Ranking table in Section IV.

This category includes sales of men's, boys', young men's, and students' clothing and accessories; overcoats, topcoats, rainwear, and outerwear; suits, sports coats, formal wear, and tailored slacks; jeans and casual slacks; career apparel and work clothes; shirts and sweaters; hosiery, pajamas, robes, and underwear; sportswear; and other accessories. (See Merchandise Line Sales.)

MERCHANDISE LINE SALES: Data for the 10 merchandise line categories shown in Section IV pertain to total sales of a particular type of product, which can be sold in any number of different store groups. For example, if the dollar sales for Groceries and Other Foods sold in food stores, restaurants, department store lunch counters, snack bars, vending machines, and other related channels of distribution were aggregated, the resulting figure would represent sales for the Groceries and Other Foods merchandise line.

Because of this distinction, merchandise line sales should not be confused with store group sales, which pertain to the business volume of a particular type of retail outlet, such as Food Stores. Remember, food stores sell a lot more than just food, particularly in these days of massive cross-merchandising. In this kind of scrambled retail environment, merchandise line sales provide a more realistic estimate of a product's market share than that indicated by store group sales figures.

In addition to the Metro Market Ranking tables for each of these 10 categories, the Regional and State Summaries of Merchandise Line Sales table at the beginning of Section V shows dollar sales for seven individual merchandise lines in two contexts: All Stores and a leading store type associated with that product classification. The merchandise lines and their dominant store types are: Groceries and Other Foods in ***Food Stores***; Drugs and Health & Beauty Aids in ***Drugstores***; Women's and Girls' Clothing in ***Apparel Stores***; Men's and Boys' Clothing in ***Department Stores***; Footwear in ***Apparel Stores***; Major Household Appliances in ***Furniture/Home Furnishing/Appliance Stores***; and Furniture and Sleep Equipment in ***Furniture/Home Furnishing/Appliance Stores.***

NOTE: The merchandise line sales statistics in this year's *Survey of Media Markets* are based on newly published benchmark data from the 1987 Census of Retail Trade. Prior to last year, merchandise line sales figures reported in the Survey were based on data from the 1982 CRT. Naturally, whenever such an adjustment is made, trend lines are often skewed, a fact that readers should keep in mind when comparing merchandise line sales from this year's Survey to those from prior years.

METROPOLITAN STATISTICAL AREA (MSA): The metro area definitions used in S&MM's survey issues are based on the Census Bureau's system of metropolitan area designation, incorporating any updates to the system announced since 1980.

One of the most important changes to this system was the 1983 elimination of the term Standard Metropolitan Statistical Area, or SMSA, which has been replaced by two separate but related classifications: Metropolitan Statistical Areas (MSAs) and Primary Metropolitan Statistical Areas (PMSAs). A third tier in the revised system—CMSAs, or Consolidated Metropolitan Statistical Areas—is virtually the same as the old SCSA (Standard Consolidated Statistical Area) designation, since both are made up of groups of metros rather than counties (which form the geographic boundaries of all MSAs and PMSAs).

MSA and PMSA designations follow a set of standards prepared by the Federal Committee on MSAs, which advises the Census Bureau and the Office of Management and Budget (OMB) on metro-area definitions. Under the 1983 revisions, an area can qualify as an MSA in one of two ways: 1) if it contains a city with a population of at least 50,000, or 2) if it contains an "urbanized" area of at least 50,000 and the total metro-area population is 100,000 or more. In addition to the county containing the central city, an MSA may include additional counties that have close economic and social ties to the core county.

An MSA with a population of more than 1 million may qualify for designation as a Primary Metropolitan Statistical Area (PMSA) if it is contiguous with at least one other such metro, with the resulting group of two or more PMSAs forming a consolidated area, or CMSA.

MSAs and PMSAs are defined in

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terms of whole counties, except in the six New England states, where towns and cities are the standard units of definition, due to the lack of county governments. In these states, the federal government's unofficial system of New England County Metropolitan Areas (NECMAs) is utilized by S&MM in order to ensure a uniform system of county-based geography for the dissemination of data.

The Metro Market rankings in Section IV (Merchandise Line Sales) ignore the distinctions between MSAs and PMSAs, grouping the two designations together in the interest of simplicity and consistency. And although aggregate data for CMSAs are included in the Metro Market Projections in Section III, they are not listed in the rankings in Section IV, since they are, by definition, made up of groups of existing metros.

NOTE: In accordance with our policy that recognizes only those metros and metro counties that meet formal OMB population and urbanization criteria, *listings in the Survey of Media Markets do not include recent metro-area changes effected through legislation.* Therefore, the newly created Decatur, AL, metro area is defined as being coextensive with Morgan County only (excluding Lawrence County), and the Wichita, KS, metro area has been redefined as Butler and Sedgwick counties, eliminating Harvey County, which was added through legislation in 1987.

NEW ENGLAND COUNTY METROPOLITAN AREA (NECMA): The U.S. Office of Information and Regulatory Affairs (OIRA), part of the government's Office of Management and Budget, uses this system to define metro areas in the six New England states by applying the same criteria used in establishing MSAs in other regions. (See Metropolitan Statistical Area.)

PERCENT CHANGE: In the Metro Market Projections in Section III, a percentage change figure is included that shows the increase (or decrease) in total population, total households, total EBI, and total retail sales between 1991 and 1996. This percentage covers the whole five-year period, although an average annual rate of change can be calculated by dividing this figure by five.

POPULATION: Updated from the Census Bureau's 1990 Census of Population and Housing, Total Population is a head-count estimate of all people living in a given geographic area as of December 31, 1991. It includes people living in group quarters, such as colleges, hospitals, institutions, and nursing homes, as well as armed forces personnel permanently assigned to the area.

POPULATION BY AGE GROUP: The Media Market data in Section II show six separate age group breakouts that correspond to the major life-cycle stages of the population. For example, the 18-24-year-old age group represents the average household-forming stage; 25-34-year-olds the prime Baby Boom demographic; and the 50-and-over segment the rapidly growing retirement and elderly market. The figures shown reflect the share of total population accounted for by each group, and by adding the six figures and subtracting that total from an area's total population, the number of babies and infants (the population under age 2) can also be calculated.

PRIMARY METROPOLIATN STATISTICAL AREA (PMSA): The second level in the government's three-tiered system of metro area definitions, PMSAs are characterized as metropolitan areas having a total population of 1 million or more, anchored by a large urbanized county or cluster of counties with strong internal economic and social links. By definition, PMSAs are the components of Consolidated Metropolitan Statistical Areas (CMSAs), which are made up of two or more contiguous PMSAs. (See Metropolitan Statistical Area.)

RETAIL SALES: Total Retail Sales reflects net sales (minus refunds and allowances for returns) from all establishments primarily engaged in retail trade. Receipts from repairs and other services are also included, but retail sales by wholesalers and service establishments are not.

Retail sales totals in the *Survey of Media Markets* are updated from 1987 Census of Retail Trade benchmarks. In accordance with Census Bureau policy, they no longer include: 1) sales taxes and other taxes collected from customers, and 2) carrying charges and/or credit charges.

Also, total Retail Sales Figures in this year's *Survey of Media Markets* reflect the inclusion of Census-based data for *non-employer retailers.* This information, which refers to retail stores with no paid employees, was not available when the 1987 Census of Retail Trade benchmark figures were originally incorporated.

NOTE: Although retail sales are often used to gauge the purchasing power of the residents in a given market, they can be affected by nonresident "pollution," that is, purchases made by people not residing within the boundaries of the geographic area in question.

RETAIL SALES PER HOUSEHOLD: These figures can be found in the Metro Market Projections in Section III, with both a current (1991) total and a projected (1996) total shown for each region, state, metro, and metro county. Retail sales per household is calculated by dividing total households into total retail sales.

NOTE: Because household counts are directly assignable to a particular geographic area and retail sales figures are not (due to local purchases by nonresidents), this number is not as reliable an indicator of area purchasing power as Effective Buying Income or the Buying Power Index. (See Retail Sales.)

TELEVISION, VCR, AND TAPE SALES: This Merchandise Line Sales ranking table in Section IV shows total combined metro area sales of such items as televisions; video recorders; videotapes; and parts and accessories. (See Merchandise Line Sales.)

TOTAL METRO COUNTIES: This figure from the Metro Market Projections in Section III shows the aggregate total for all component counties of a state's designated metro areas. When charted against comparable state totals, a better feel for the mix between metro and nonmetro concentrations of population, income, and retail sales can be gained.

WOMEN'S AND GIRLS' CLOTHING SALES: Sales for this merchandise line are shown in the Regional and State Summaries table and also in a separate Metro Market Ranking table in Section IV.

This category includes sales of infants' and toddlers' apparel and accessories; girls' and subteen clothing and accessories; women's, misses' and juniors' furs; dresses; casual coats, jackets, rainwear, and active sportswear; women's hosiery, bras, girdles, and foundations; women's, misses' and juniors' lingerie, sleepwear, and loungewear; women's handbags and small leather goods; women's hats and trimmings; and other women's accessories. (See Merchandise Line Sales.)

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SECTION II:

MEDIA MARKET PROFILES

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Alphabetical Listing of S&MM Media Markets (also showing each county's % share of total households)

ABILENE-SWEETWATER, TEX.— Brown 12.1, Callahan 4.3, Coleman 3.7, Eastland 6.6, Fisher 1.8, Haskell 2.5, Jones 5.6, Mitchell 2.6, Nolan 5.6, Runnels 4.0, Scurry 5.7, Shackelford 1.2, Stephens 3.1, Stonewall 0.7, Taylor 40.2. Tot. Hslds.: 106,400.

ALBANY, GA.— Atkinson 1.7, Baker 1.0, Ben Hill 4.6, Berrien 4.0, Calhoun 1.4, Coffee 8.3, Colquitt 10.0, Cook 3.7, Crisp 5.6, Dougherty 26.0, Irwin 2.4, Lanier 1.5, Lee 4.2, Mitchell 5.3, Terrell 2.9, Tift 9.6, Turner 2.3, Worth 5.4. Tot. Hslds.: 128,000.

ALBANY-SCHENECTADY-TROY, N.Y.— MASS.: Berkshire 10.6, N.Y.: Albany 22.8, Columbia 4.7, Fulton 4.1, Greene 3.3, Hamilton 0.4, Montgomery 4.0, Rensselaer 11.3, Saratoga 13.7, Schenectady 11.6, Schoharie 2.3, Warren 4.5, Washington 4.1, VT.: Bennington 2.7. Tot. Hslds.: 510,800.

ALBUQUERQUE, N.M.— ARIZ.: Apache (northern portion) 2.3, COLO.: Alamosa 0.9, Archuleta 0.4, Conejos 0.5, Costilla 0.2, Montezuma 1.3, Rio Grande 0.8, Saguache 0.3, N.M.: Bernalillo 37.1, Catron 0.2, Chaves 3.9, Cibola 1.4, Colfax 0.9, De Baca 0.2, Eddy 3.3, Grant 1.9, Guadalupe 0.3, Harding 0.1, Hidalgo 0.4, Lea (northern portion) 3.2, Lincoln 0.9, Los Alamos 1.4, Luna 1.3, McKinley 3.7, Mora 0.3, Otero 3.5, Rio Arriba 2.2, Roosevelt 1.1, Sandoval 4.4, San Juan 5.5, San Miguel 1.7, Santa Fe 7.5, Sierra 0.9, Socorro 1.0, Taos 1.7, Torrance 0.8, Valencia 3.1. Tot. Hslds.: 525,900.

ALEXANDRIA, LA.— Avoyelles 15.7, Grant 7.5, Rapides 53.8, Vernon 23.0. Tot. Hslds.: 85,900.

ALPENA, MICH.— Alcona 26.7, Alpena 73.3. Tot. Hslds.: 16,100.

AMARILLO, TEX.— N.M.: Curry 9.0, Quay 2.5, Union 1.0, OKLA.: Cimarron 0.8, Texas 3.6, TEX.: Armstrong 0.5, Briscoe 0.5, Carson 1.4, Castro 1.7, Childress 1.4, Collingsworth 0.8, Cottle 0.5, Dallam 1.3, Deaf Smith 3.6, Donley 0.9, Gray 5.5, Hall 1.0, Hansford 1.3, Hartley 0.8, Hemphill 0.8, Hutchinson 5.5, Lipscomb 0.7, Moore 3.6, Ochiltree 1.8, Oldham 0.4, Parmer 1.9, Potter 21.9, Randall 21.4, Roberts 0.2, Sherman 0.6, Swisher 1.7, Wheeler 1.3. Tot. Hslds.: 168,000.

ANNISTON, ALA.— Calhoun 100.0. Tot. Hslds.: 43,100.

ARDMORE-ADA, OKLA.— Atoka 6.3, Bryan 18.0, Carter 23.1, Choctaw 8.6, Coal 3.2, Johnston 5.3, Love 4.2, Marshall 6.2, Pontotoc 19.0, Pushmataha 6.0. Tot. Hslds.: 71,100.

ATLANTA, GA.— ALA.: Randolph 0.5, GA.: Banks 0.3, Barrow 0.8, Bartow 1.5, Butts 0.3, Carroll 1.8, Chattooga 0.6, Cherokee 2.4, Clarke 2.3, Clayton 4.6, Cobb 12.7, Coweta 1.4, Dawson 0.3, De Kalb 14.6, Douglas 1.8, Fayette 1.6, Floyd 2.1, Forsyth 1.2, Fulton 18.2, Gilmer 0.4, Gordon 0.9, Greene 0.3, Gwinnett 9.6, Habersham 0.7, Hall 2.5, Haralson 0.6, Heard 0.2, Henry 1.5, Jackson 0.8, Jasper 0.2, Lamar 0.3, Lumpkin 0.4, Meriwether 0.5, Morgan 0.3, Newton 1.0, Oconee 0.4, Oglethorpe 0.2, Paulding 1.1, Pickens 0.4, Pike 0.2, Polk 0.9, Putnam 0.4, Rabun 0.3, Rockdale 1.3, Spalding 1.4, Towns 0.2, Troup 1.4, Union 0.3, Upson 0.7, Walton 1.0, White 0.3, N.C.: Clay 0.2. Tot. Hslds.: 1,460,000.

AUGUSTA, GA.— Burke 3.4, Columbia 11.3, Emanuel 3.6, Glascock 0.4, Hancock 1.4, Jefferson 2.9, Jenkins 1.4, Lincoln 1.3, McDuffie 3.6, Richmond 33.0, Taliaferro 0.3, Warren 1.0, Wilkes 1.9, S.C.: Aiken 22.1, Allendale 1.8, Bamberg 2.7, Barnwell 3.4, Edgefield 3.2, McCormick 1.3. Tot. Hslds.: 207,800.

AUSTIN, TEX.— Bastrop 3.7, Blanco 0.7, Burnet 2.4, Caldwell 2.4, Fayette 2.1, Gillespie 1.8, Hays 6.2, Lee 1.2, Llano 1.4, Mason 0.4, Travis 64.0, Williamson 13.7. Tot. Hslds.: 380,200.

BAKERSFIELD, CALIF.— Kern (western portion) 100.0. Tot. Hslds.: 190,200.

BALTIMORE, MD.— Anne Arundel 15.8, Baltimore 28.4, Baltimore city 29.4, Caroline 1.1, Carroll 4.6, Cecil 2.7, Dorchester 1.3, Harford 6.9, Howard 7.5, Kent 0.7, Queen Anne's 1.4, Talbot 1.3. Tot. Hslds.: 966,000.

BANGOR, MAINE— Hancock 14.9, Penobscot 43.5, Piscataquis 5.8, Somerset 15.0, Waldo 10.1, Washington 10.7. Tot. Hslds.: 125,800.

BATON ROUGE, LA.— Ascension 7.8, Assumption 2.9, East Baton Rouge 56.0, East Feliciana 2.2, Iberville 3.8, Livingston 9.5, Pointe Coupee 3.0, St. Helena 1.3, St. Mary 7.0, West Baton Rouge 2.6, West Feliciana 1.1, MISS.: Amite 1.9, Wilkinson 1.3. Tot. Hslds.: 254,000.

BEAUMONT-PORT ARTHUR, TEX.— Hardin 9.5, Jasper 7.3, Jefferson 57.6, Newton 3.2, Orange 18.6, Tyler 3.9. Tot. Hslds.: 156,300.

BEND, ORE.— Deschutes 100.0. Tot. Hslds.: 30,000.

BILLINGS-HARDIN, MONT.— Big Horn 4.0, Carbon 3.7, Custer 5.4, Garfield 0.7, Golden Valley 0.4, Musselshell 1.9, Park 6.5, Petroleum 0.2, Prairie 0.6, Rosebud 4.1, Stillwater 3.0, Sweet Grass 1.5, Treasure 0.4, Wheatland 0.9, Yellowstone 51.9, WYO.: Big Horn 4.4, Park 10.4. Tot. Hslds.: 95,700.

BILOXI-GULFPORT-PASCAGOULA, MISS.— Greene 3.1, Harrison 55.6, Jackson 37.8, Stone 3.5. Tot. Hslds.: 107,100.

BINGHAMTON, N.Y.— Broome 50.7, Chenango 12.1, Delaware 11.2, Tioga 11.9, PA.: Bradford 14.1. Tot. Hslds.: 160,300.

BIRMINGHAM, ALA.— Bibb 1.1, Blount 2.8, Cherokee 1.5, Chilton 2.4, Clay 1.0, Cleburne 0.9, Coosa 0.8, Cullman 5.0, Etowah 7.4, Fayette 1.3, Greene 0.7, Hale 1.1, Jefferson 46.2, Marion 2.2, Pickens 1.4, St. Clair 3.5, Shelby 7.3, Talladega 5.1, Walker 4.9, Winston 1.6. Tot. Hslds.: 623,200.

BLUEFIELD-BECKLEY-OAK HILL, W.VA.— VA.: Bland 1.6, Tazewell 12.5, W.VA.: Fayette 13.0, Greenbrier 10.1, McDowell 8.8, Mercer 18.3, Monroe 3.5, Raleigh 21.0, Summers 3.8, Wyoming 7.4. Tot. Hslds.: 137,200.

BOISE, IDA.— Ada 49.8, Adams 0.8, Blaine 3.8, Boise 0.9, Camas 0.2, Canyon 20.0, Elmore 4.5, Gem 2.8, Owyhee 1.8, Payette 4.0, Valley 1.6, Washington 2.1, ORE.: Grant 2.0, Malheur 5.8. Tot. Hslds.: 156,300.

BOSTON, MASS.— Barnstable 3.7, Essex 11.8, Middlesex 24.2, Nantucket 0.1, Norfolk 10.6, Plymouth 7.0, Suffolk 12.2, Worcester 12.4, N.H.: Belknap 0.9, Cheshire 1.3, Hillsborough 6.0, Merrimack 2.1, Rockingham 4.3, Strafford 1.8, Sullivan 0.7, VT.: Windham 0.8. Tot. Hslds.: 2,141,900.

BOWLING GREEN, KY.— Adair 12.6, Butler 9.1, Edmonson 8.0, Metcalfe 7.4, Warren 62.9. Tot. Hslds.: 46,100.

BRISTOL-KINGSPORT-JOHNSON CITY, TENN.— KY.: Leslie 1.7, Letcher 3.4, N.C.: Avery 1.9, TENN.: Carter 7.2, Greene 7.6, Hawkins 6.1, Johnson 1.9, Sullivan 20.2, Unicoi 2.3, Washington 12.8, VA.: Bristol city 2.6, Buchanan 3.8, Dickenson 2.2, Lee 3.2, Norton city 0.6, Russell 3.7, Scott 3.1, Smyth 4.3, Washington 6.2, Wise 5.1. Tot. Hslds.: 268,100.

BUFFALO, N.Y.— Allegany 2.7, Cattaraugus 4.9, Chautauqua 8.6, Erie 60.6, Genesee 3.5, Niagara 13.7, Wyoming 2.3, PA.: McKean 2.8, Potter 1.0. Tot. Hslds.: 621,200.

BURLINGTON-PLATTSBURGH, VT.— N.H.: Grafton 10.2, N.Y.: Clinton 10.9, Essex 5.0, Franklin 6.0, VT.: Addison 4.3, Caledonia 3.8, Chittenden 18.3, Essex 0.9, Franklin 5.4, Grand Isle 0.7, Lamoille 2.8, Orange 3.5, Orleans 3.3, Rutland 8.8, Washington 7.8, Windsor 8.1. Tot. Hslds.: 271,700.

BUTTE, MONT.— Beaverhead 6.7, Broadwater 2.6, Deer Lodge 8.1, Gallatin 39.3, Jefferson 6.1, Madison 4.9, Powell 4.5, Silver Bow 27.5. Tot. Hslds.: 49,400.

CASPER-RIVERTON, WYO.— Converse 9.2, Fremont 29.0, Hot Springs 4.6, Natrona 57.2. Tot. Hslds.: 41,100.

CEDAR RAPIDS-WATERLOO-DUBUQUE, IOWA— Allamakee 1.7, Benton 2.8, Black Hawk 15.3, Bremer 2.7, Buchanan 2.5, Butler 2.0, Chickasaw 1.6, Clayton 2.4, Delaware 2.1, Dubuque 10.1, Fayette 2.7, Grundy 1.6, Iowa 1.9, Johnson 12.1, Jones 2.3, Keokuk 1.5, Linn 21.8, Tama 2.2, Washington 2.5, Winneshiek 2.4, WISC.: Grant 5.7. Tot. Hslds.: 303,300.

CHARLESTON, S.C.— Berkeley 19.7, Charleston 48.6, Colleton 5.5, Dorchester 13.4, Georgetown 7.5, Williamsburg 5.4. Tot. Hslds.: 225,100.

CHARLESTON-HUNTINGTON, W.VA.— KY.: Boyd 4.1, Carter 1.6, Elliott 0.5, Floyd 3.3, Greenup 2.8, Johnson 1.8, Lawrence 1.1, Lewis 1.0, Magoffin 0.9, Martin 0.9, Morgan 0.9, Pike 5.4, OHIO: Athens 4.3, Gallia 2.4, Jackson 2.4, Lawrence 4.8, Meigs 1.8, Scioto 6.3, Vinton 0.9, W.VA.: Boone 2.0, Braxton 1.0, Cabell 8.2, Calhoun 0.6, Clay 0.8, Jackson 2.0, Kanawha 17.7, Lincoln 1.6, Logan 3.2, Mason 2.0, Mingo 2.5, Nicholas 2.1, Pleasants 0.6, Putnam 3.4, Roane 1.2, Wayne 3.3, Wirt 0.4. Tot. Hslds.: 475,200.

CHARLOTTE, N.C.— Alexander 1.4, Anson 1.1, Ashe 1.2, Burke 3.9, Cabarrus 5.1, Caldwell 3.7, Catawba 6.2, Cleveland 4.3, Gaston 8.8, Iredell 4.8, Lincoln 2.6, Mecklenburg 27.8, Richmond 2.2, Rowan 5.9, Stanly 2.7, Union 4.0, Watauga 1.8, S.C.: Chester 1.5, Chesterfield 1.9, Lancaster 2.7, York 6.5. Tot. Hslds.: 752,400.

CHARLOTTESVILLE, VA.— Albemarle 60.9, Charlottesville city 39.1. Tot. Hslds.: 41,400.

CHATTANOOGA, TENN.— GA.: Catoosa 5.5, Dade 1.0, Fannin 2.2, Murray 3.4, Walker 7.6, Whitfield 8.4, N.C.: Cherokee 2.0, TENN.: Bledsoe 1.2, Bradley 9.7, Grundy 1.7, Hamilton 39.8, McMinn 5.7, Marion 3.2, Meigs 1.1, Polk 1.8, Rhea 3.2, Sequatchie 1.1. Tot. Hslds.: 280,400.

CHEYENNE-SCOTTSBLUFF (STERLING), WYO.— NEB.: Scotts Bluff 35.1, WYO.: Laramie 64.9. Tot. Hslds.: 43,600.

CHICAGO, ILL.— Cook 61.7, De Kalb 0.9, Du Page 9.5, Grundy 0.4, Kane 3.7, Kankakee 1.1, Kendall 0.4, Lake 6.0, La Salle 1.4, McHenry 2.2, Will 3.9, IND.: Jasper 0.3, Lake 5.6, La Porte 1.3, Newton 0.2, Porter 1.5. Tot. Hslds.: 3,037,300.

CHICO-REDDING, CALIF.— Butte 44.4, Glenn 5.4, Shasta 35.4, Tehama 11.6, Trinity 3.1. Tot. Hslds.: 148,300.

CINCINNATI, OHIO— IND.: Dearborn 1.9, Franklin 0.9, Ohio 0.3, Ripley 1.2, Switzerland 0.4, Union 0.3, KY.: Boone 2.8, Bracken 0.4, Campbell 4.2, Gallatin 0.3, Grant 0.8, Kenton 7.0, Mason 0.9, Owen 0.4, Pendleton 0.6, OHIO: Adams 1.3, Brown 1.7, Butler 14.1, Clermont 7.2, Clinton 1.8, Hamilton 44.8, Highland 1.8, Warren 5.3. Tot. Hslds.: 758,200.

CLARKSBURG-WESTON, W.VA.— Barbour 5.7, Doddridge 2.5, Gilmer 2.8, Harrison 26.5, Lewis 6.4, Marion 22.0, Randolph 10.2, Ritchie 3.8, Taylor 5.6, Tucker 2.9, Upshur 7.9, Webster 3.8. Tot. Hslds.: 102,000.

CLEVELAND, OHIO— Ashland 1.2, Ashtabula 2.6, Cuyahoga 39.2, Erie 2.0, Geauga 1.9, Holmes 0.7, Huron 1.4, Lake 5.7, Lorain 6.7, Medina 3.0, Portage 3.5, Richland 3.4, Stark 9.6, Summit 14.1, Tuscarawas 2.3, Wayne 2.6. Tot. Hslds.: 1,427,800.

COLORADO SPRINGS-PUEBLO, COLO.— Baca 0.7, Bent 0.7, Cheyenne 0.4, Crowley 0.5, Custer 0.3, El Paso 63.4, Fremont 5.0, Huerfano 1.0, Kiowa 0.3, Las Animas 2.2, Lincoln 0.7, Otero 3.1, Prowers 2.1, Pueblo 19.6. Tot. Hslds.: 243,200.

COLUMBIA, S.C.— Calhoun 1.5, Clarendon 3.3, Fairfield 2.6, Kershaw 5.6, Lee 2.1, Lexington 21.8, Newberry 4.3, Orangeburg 10.1, Richland 35.2, Saluda 2.0, Sumter 11.4. Tot. Hslds.: 282,100.

COLUMBIA-JEFFERSON CITY, MO.— Audrain 6.7, Boone 31.7, Callaway 8.6, Chariton 2.7, Cole 17.4, Cooper 3.9, Howard 2.7, Maries 2.2, Miller 6.0, Moniteau 3.4, Morgan 4.6, Osage 3.2, Randolph 6.8. Tot. Hslds.: 134,400.

COLUMBUS, GA.— ALA.: Barbour 5.1, Chambers 7.6, Lee 18.5, Russell 9.6, GA.: Chattahoochee 1.6, Clay 0.7, Harris 3.6, Macon 2.4, Marion 1.1, Muscogee 36.8, Quitman 0.5, Randolph 1.5, Schley 0.7, Stewart 1.1, Sumter 5.7, Talbot 1.3, Taylor 1.5, Webster 0.4. Tot. Hslds.: 183,100.

COLUMBUS-TUPELO, MISS.— ALA.: Lamar 3.5, MISS.: Calhoun 3.3, Chickasaw 3.6, Choctaw 1.8, Clay 4.2, Grenada 4.4, Itawamba 4.3, Lee 14.5, Lowndes 12.3, Monroe 7.8, Montgomery 2.6, Noxubee 2.3, Oktibbeha 7.4, Pontotoc 4.9, Prentiss 5.0, Tishomingo 4.1, Union 4.8, Webster 2.2, Winston 4.0, Yalobusha 2.7. Tot. Hslds.: 173,400.

COLUMBUS, OHIO— Coshocton 1.8, Crawford 2.7, Delaware 3.5, Fairfield 5.4, Fayette 1.5, Franklin 55.2, Hardin 1.6, Hocking 1.4, Knox 2.5, Licking 6.9, Madison 1.7, Marion 3.4, Morgan 0.7, Morrow 1.4, Perry 1.6, Pickaway 2.2, Pike 1.3, Ross 3.5, Union 1.6. Tot. Hslds.: 696,100.

CORPUS CHRISTI, TEX.— Aransas 4.1, Bee 5.1, Brooks 1.6, Duval 2.4, Jim Hogg 1.0, Jim Wells 6.9, Kenedy 0.1, Kleberg 5.6, Live Oak 2.0, Nueces 58.7, Refugio 1.7, San Patricio 10.9. Tot. Hslds.: 171,700.

DALLAS-FT. WORTH, TEX.— Anderson 0.9, Bosque 0.3, Collin 5.9, Comanche 0.3, Cooke 0.7, Dallas 40.5, Delta 0.1, Denton 6.2, Ellis 1.7, Erath 0.6, Fannin 0.6, Freestone 0.3, Grayson 2.1, Hamilton 0.2, Henderson 1.3, Hill 0.6, Hood 0.7, Hopkins 0.6, Hunt 1.4, Jack 0.2, Johnson 2.0, Kaufman 1.1, Lamar 0.9, Navarro 0.8, Palo Pinto 0.5, Parker 1.4, Rains 0.2, Rockwall 0.6, Somervell 0.1, Tarrant 25.8, Van Zandt 0.8, Wise 0.7. Tot. Hslds.: 1,770,000.

DAVENPORT-ROCK ISLAND-MOLINE, IOWA— ILL.: Bureau 4.5, Carroll 2.2, Henderson 1.1, Henry 6.4, Jo Daviess 2.8, Knox 7.2, Mercer 2.2, Rock Island 19.4, Warren 2.4, Whiteside 7.5, IOWA: Cedar 2.2, Clinton 6.5, Des Moines 5.6, Henry 2.4, Jackson 2.5, Louisa 1.4, Muscatine 5.0, Scott 19.0. Tot. Hslds.: 301,800.

DAYTON, OHIO— IND.: Wayne 5.4, OHIO: Auglaize 3.2, Champaign 2.7, Clark 11.0, Darke 3.9, Greene 9.7, Logan 3.2, Mercer 2.7, Miami 6.9, Montgomery 45.1, Preble 2.9, Shelby 3.1. Tot. Hslds.: 505,300.

DENVER, COLO.— Adams 9.4, Arapahoe 15.4, Boulder 8.7, Chaffee 0.5, Clear Creek 0.3, Delta 0.9, Denver 20.4, Douglas 2.2, Eagle 0.8, Elbert 0.3, Garfield 1.1, Gilpin 0.1, Grand 0.3, Gunnison 0.4, Hinsdale 0.0, Jackson 0.1, Jefferson 16.5, Kit Carson 0.3, Lake 0.2, Larimer 7.2, Logan 0.7, Mineral 0.0, Moffat 0.4, Morgan 0.8, Park 0.3, Phillips 0.2, Pitkin 0.5, Rio Blanco 0.2, Routt 0.5, San Juan 0.0, Sedgwick 0.1, Summit 0.5, Teller 0.5, Washington 0.2, Weld 4.6, Yuma 0.3, NEB.: Cheyenne 0.4, Dawes 0.3, Deuel 0.1, Garden 0.1, Kimball 0.2, WYO.: Albany 1.2, Campbell 1.0, Carbon 0.6, Goshen 0.5, Johnson 0.2, Niobrara 0.1, Platte 0.3. Tot. Hslds.: 1,024,600.

DES MOINES, IOWA— Adair 0.9, Appanoose 1.5, Audubon 0.8, Boone 2.8, Calhoun 1.2, Carroll 2.1, Clarke 0.9, Dallas 3.1, Decatur 0.8, Franklin 1.2, Greene 1.1, Guthrie 1.2, Hamilton 1.7, Hardin 2.0, Humboldt 1.2, Jasper 3.7, Lucas 1.0, Madison 1.3, Mahaska 2.3, Marion 3.0, Marshall 4.0, Monroe 0.9, Pocahontas 1.0, Polk 35.4, Poweshiek 2.0, Ringgold 0.6, Story 7.0, Union 1.4, Wapello 3.8, Warren 3.5, Wayne 0.8, Webster 4.3, Wright 1.6, MO.: Mercer 0.4. Tot. Hslds.: 372,900.

DETROIT, MICH.— Lapeer 1.5, Livingston 2.3, Macomb 15.5, Monroe 2.7, Oakland 24.3, St. Clair 3.1, Washtenaw 6.1, Wayne 44.5. Tot. Hslds.: 1,733,800.

DOTHAN, ALA.— Coffee 17.2, Dale 19.8, Geneva 10.3, Henry 6.5, Houston 35.1, FLA.: Holmes 6.6, GA.: Early 4.6. Tot. Hslds.: 88,700.

DULUTH-SUPERIOR, MINN.— MICH.: Gogebic 4.3, MINN.: Aitkin 3.0, Carlton 6.4, Cook 0.9, Itasca 9.0, Koochiching 3.4, Lake 2.4, St. Louis 45.6, WISC.: Ashland 3.7, Bayfield 3.3, Douglas 9.7, Iron 1.5, Sawyer 3.3, Washburn 3.3. Tot. Hslds.: 179,700.

EL CENTRO-YUMA, CALIF.— ARIZ.: Yuma 52.0, CALIF.: Imperial 48.0. Tot. Hslds.: 79,800.

EL PASO, TEX.— N.M.: Dona Ana 20.3, TEX.: El Paso 79.3, Hudspeth 0.4. Tot. Hslds.: 230,800.

ELMIRA, N.Y.— Chemung 40.3, Steuben 42.7, PA.: Tioga 17.0. Tot. Hslds.: 88,100.

ERIE, PA.— Crawford 20.9, Erie 66.6, Forest 1.2, Warren 11.3. Tot. Hslds.: 152,800.

EUGENE, ORE.— Coos 14.2, Douglas 21.0, Lane 64.8. Tot. Hslds.: 173,700.

EUREKA, CALIF.— Del Norte 15.3, Humboldt 84.7. Tot. Hslds.: 58,700.

EVANSVILLE, IND.— ILL.: Edwards 1.1, Wabash 1.9, Wayne 2.6, White 2.5, IND.: Dubois 5.1, Gibson 4.7, Perry 2.6, Pike 1.9, Posey 3.6, Spencer 2.7, Vanderburgh 25.4, Warrick 6.2, KY.: Daviess 12.6, Hancock 1.1, Henderson 6.3, Hopkins 6.8, McLean 1.4, Muhlenberg 4.4, Ohio 3.0, Union 2.1, Webster 2.0. Tot. Hslds.: 263,100.

FARGO, N.D.— MINN.: Becker 4.8, Clay 8.1, Clearwater 1.4, Kittson 1.0, Lake of the Woods 0.7, Mahnomen 0.8, Marshall 1.9, Norman 1.4, Otter Tail 9.1, Pennington 2.3, Polk 5.5, Red Lake 0.8, Roseau 2.6, Wilkin 1.3, N.D.: Barnes 2.3, Benson 1.1, Cass 19.2, Cavalier 1.1, Dickey 1.1, Eddy 0.6, Foster 0.7, Grand Forks 11.8, Griggs 0.6, La Moure 0.9, Nelson 0.8, Pembina 1.6, Ramsey 2.3, Ransom 1.1, Richland 3.0, Sargent 0.8, Steele 0.5, Stutsman 4.0, Towner 0.6, Traill 1.5, Walsh 2.4. Tot. Hslds.: 215,800.

FLAGSTAFF, ARIZ.— Coconino 100.0. Tot. Hslds.: 31,000.

FLINT-SAGINAW-BAY CITY, MICH.— Arenac 1.2, Bay 9.2, Clare 2.2, Genesee 35.2, Gladwin 1.9, Gratiot 3.0, Huron 2.9, Iosco 2.6, Isabella 3.8, Midland 6.2, Ogemaw 1.6, Saginaw 17.1, Sanilac 3.2, Shiawassee 5.5, Tuscola 4.3. Tot. Hslds.: 486,800.

FLORENCE-MYRTLE BEACH, S.C.— Darlington 14.5, Dillon 6.5, Florence 26.5, Horry 38.2, Marion 7.7, Marlboro 6.6. Tot. Hslds.: 153,800.

FT. MYERS-NAPLES, FLA.— Charlotte 18.7, Collier 23.7, Glades 1.0, Hendry 3.1, Lee 53.4. Tot. Hslds.: 279,800.

FT. SMITH, ARK.— Benton 20.7, Crawford 8.3, Franklin 2.9, Logan 4.0, Madison 2.4, Scott 2.1, Sebastian 20.8, Washington 23.4, OKLA.: Le Flore 8.7, Sequoyah 6.6. Tot. Hslds.: 191,800.

FT. WAYNE, IND.— Adams 4.5, Allen 48.8, De Kalb 5.6, Huntington 5.6, Jay 3.4, Noble 5.8, Steuben 4.5, Wabash 5.4, Wells 4.1, Whitley 4.4, OHIO: Paulding 3.1, Van Wert 4.8. Tot. Hslds.: 236,800.

FRESNO-VISALIA, CALIF.— Fresno 50.8, Kings 6.6, Madera 6.6, Mariposa 1.3, Merced 12.5, Tulare 22.2. Tot. Hslds.: 469,300.

GAINESVILLE, FLA.— Alachua 80.4, Dixie 4.4, Gilchrist 3.8, Levy 11.4. Tot. Hslds.: 91,300.

GRAND JUNCTION-DURANGO, COLO.— La Plata 20.0, Mesa 60.5, Montrose 15.4, Ouray 1.5, San Miguel 2.6. Tot. Hslds.: 81,800.

GRAND RAPIDS-KALAMAZOO-BATTLE CREEK, MICH.— Allegan 5.3, Barry 2.9, Branch 2.4, Calhoun 8.4, Ionia 3.0, Kalamazoo 13.6, Kent 30.0, Montcalm 3.1, Muskegon 9.4, Newaygo 2.3, Oceana 1.3, Ottawa 10.5, St. Joseph 3.5, Van Buren 4.2. Tot. Hslds.: 621,400.

GREAT FALLS, MONT.— Blaine 3.8, Cascade 47.7, Chouteau 3.1, Fergus 7.2, Glacier 6.0, Hill 10.2, Judith Basin 1.4, Liberty 1.3, Meagher 1.1, Phillips 3.0, Pondera 3.5, Teton 3.6, Toole 3.0, Valley 5.0. Tot. Hslds.: 63,800.

GREEN BAY-APPLETON, WISC.— MICH.: Delta 3.8, Dickinson 2.8, Menominee 2.5, Schoolcraft 0.9, WISC.: Brown 19.1, Calumet 3.1, Door 2.6, Fond du Lac 8.6, Green Lake 1.9, Kewaunee 1.8, Manitowoc 7.8, Marinette 4.1, Menominee 0.3, Oconto 3.0, Outagamie 13.4, Shawano 3.6, Waupaca 4.5, Waushara 2.0, Winnebago 14.1. Tot. Hslds.: 385,200.

GREENSBORO-WINSTON SALEM-HIGH POINT, N.C.— Alamance 8.2, Alleghany 0.7, Caswell 1.4, Davidson 9.4, Davie 2.1, Forsyth 20.6, Guilford 26.3, Montgomery 1.6, Randolph 8.0, Rockingham 6.4, Stokes 2.7, Surry 4.6, Wilkes 4.4, Yadkin 2.3, VA.: Patrick 1.3. Tot. Hslds.: 531,700.

GREENVILLE-NEW BERN-WASHINGTON, N.C.— Beaufort 7.2, Bertie 3.2, Carteret 9.6, Craven 13.2, Duplin 6.6, Greene 2.4, Hyde 0.9, Jones 1.5, Lenoir 9.6, Martin 4.1, Onslow 18.5, Pamlico 2.0, Pitt 18.3, Tyrrell 0.7, Washington 2.2. Tot. Hslds.: 226,800.

GREENVILLE-SPARTANBURG-ASHEVILLE, S.C.— GA.: Elbert 1.1, Franklin 1.0, Hart 1.1, Madison 1.2, Stephens 1.4, N.C.: Buncombe 10.9, Graham 0.4, Haywood 2.9, Henderson 4.5, Jackson 1.5, McDowell 2.1, Macon 1.5, Madison 1.0, Mitchell 0.9, Polk 0.9, Rutherford 3.4, Swain 0.6, Transylvania 1.5, Yancey 0.9, S.C.: Abbeville 1.3, Anderson 8.5, Cherokee 2.5, Greenville 18.9, Greenwood 3.5, Laurens 3.2, Oconee 3.5, Pickens 5.2, Spartanburg 13.0, Union 1.7. Tot. Hslds.: 665,800.

GREENWOOD-GREENVILLE, MISS.— ARK.: Chicot 7.6, MISS.: Bolivar 18.4, Carroll 4.6, Leflore 17.7, Sunflower 13.0, Tallahatchie 7.2, Washington 31.6. Tot. Hslds.: 71,300.

HAGERSTOWN, MD.— Washington 100.0. Tot. Hslds.: 46,200.

HARRISBURG-YORK-LANCASTER-LEBANON, PA.— Adams 5.1, Cumberland 13.1, Dauphin 16.8, Juniata 1.4, Lancaster 27.3, Lebanon 7.6, Mifflin 3.1, Perry 2.7, York 22.9. Tot. Hslds.: 572,100.

HARRISONBURG, VA.— Augusta 24.0, Harrisonburg city 12.4, Page 9.7, Rockingham 25.1, Staunton city 11.4, Waynesboro city 9.0, W.VA.: Grant 4.7, Pendleton 3.7. Tot. Hslds.: 64,800.

HARTFORD-NEW HAVEN, CONN.— Hartford 35.0, Litchfield 7.2, Middlesex 6.0, New Haven 32.9, New London 10.1, Tolland 4.8, Windham 4.1. Tot. Hslds.: 935,800.

HELENA, MONT.— Lewis and Clark 100.0. Tot. Hslds.: 18,700.

HOUSTON, TEX.— Austin 0.5, Brazoria 4.4, Calhoun 0.5, Chambers 0.5, Colorado 0.5, Fort Bend 5.2, Galveston 5.6, Grimes 0.4, Harris 71.0, Jackson 0.3, Liberty 1.3, Matagorda 0.9, Montgomery 4.5, Polk 0.8, San Jacinto 0.4, Walker 1.1, Waller 0.5, Washington 0.7, Wharton 1.0. Tot. Hslds.: 1,464,100.

HUNTSVILLE-DECATUR-FLORENCE, ALA.— Colbert 6.5, De Kalb 6.9, Franklin 3.5, Jackson 5.9, Lauderdale 10.1, Lawrence 3.8, Limestone 6.7, Madison 31.0, Marshall 9.3, Morgan 12.7, TENN.: Lincoln 3.6. Tot. Hslds.: 300,800.

IDAHO FALLS-POCATELLO, IDA.— Bannock 21.8, Bingham 10.9, Bonneville 23.1, Butte 0.9, Caribou 2.0, Cassia 5.9, Clark 0.3, Custer 1.4, Fremont 3.2, Jefferson 4.6, Lemhi 2.7, Madison 5.5, Minidoka 5.9, Power 2.2, Teton 1.0, WYO.: Lincoln 3.8, Teton 4.6. Tot. Hslds.: 108,200.

INDIANAPOLIS, IND.— Bartholomew 2.8, Benton 0.4, Blackford 0.6, Boone 1.6, Brown 0.6, Carroll 0.8, Cass 1.7, Clinton 1.3, Decatur 1.0, Delaware 5.1, Fayette 1.1, Fountain 0.8, Grant 3.1, Hamilton 4.7, Hancock 1.5, Hendricks 3.0, Henry 2.1, Howard 3.5, Jennings 0.9, Johnson 3.7, Madison 5.6, Marion 36.5, Miami 1.5, Monroe 4.5, Montgomery 1.5, Morgan 2.2, Owen 0.8, Putnam 1.1, Randolph 1.2, Rush 0.7, Shelby 1.7, Tipton 0.7, Warren 0.3, White 1.0. Tot. Hslds.: 864,800.

JACKSON, MISS.— Adams 4.5, Attala 2.4, Claiborne 1.2, Copiah 5.3, Franklin 1.1, Hinds 31.4, Holmes 2.5, Humphreys 1.3, Issaquena 0.2, Jefferson 1.0, Jefferson Davis 1.7, Lawrence 1.6, Leake 2.4, Lincoln 3.9, Madison 7.1, Pike 4.6, Rankin 10.8, Scott 3.0, Sharkey 0.7, Simpson 2.9, Smith 1.7, Walthall 1.7, Warren 6.0, Yazoo 3.0. Tot. Hslds.: 288,800.

JACKSON, TENN.— Carroll 17.3, Decatur 6.7, Hardin 14.1, Henderson 13.8, Madison 48.0. Tot. Hslds.: 62,300.

JACKSONVILLE, FLA.— Baker 1.2, Bradford 1.6, Clay 8.2, Columbia 3.4, Duval 58.4, Nassau 3.6, Putnam 5.4, St. Johns 7.8, Union 0.6, GA.: Brantley 0.8, Camden 2.2, Charlton 0.6, Clinch 0.5, Glynn 5.2, Ware 2.7. Tot. Hslds.: 471,800.

JOHNSTOWN-ALTOONA, PA.— Bedford 6.4, Blair 17.6, Cambria 21.4, Cameron 0.8, Centre 15.1, Clearfield 10.3, Elk 4.5, Fulton 1.9, Huntingdon 5.5, Jefferson 6.1, Somerset 10.3. Tot. Hslds.: 284,100.

JONESBORO, ARK.— Clay 8.1, Craighead 32.4, Greene 15.8, Izard 5.8, Jackson 8.8, Lawrence 8.1, Randolph 7.7, Sharp 7.1, MO.: Ripley 5.9. Tot. Hslds.: 62,700.

JOPLIN-PITTSBURG, MO.— KANS.: Allen 3.9, Bourbon 4.2, Cherokee 6.0, Crawford 10.3, Labette 6.8, Neosho 4.7, Wilson 2.9, Woodson 1.2, MO.: Barton 3.3, Jasper 28.1, McDonald 4.7, Newton 12.2, Vernon 5.2, OKLA.: Ottawa 8.6. Tot. Hslds.: 136,800.

KANSAS CITY, MO.— KANS.: Anderson 0.4, Atchison 0.8, Doniphan 0.4, Douglas 4.0, Franklin 1.1, Johnson 19.0, Leavenworth 2.7, Linn 0.4, Miami 1.1, Wyandotte 7.9, MO.: Andrew 0.7, Bates 0.8, Caldwell 0.4, Carroll 0.6, Cass 3.1, Clay 7.8, Clinton 0.8, Daviess 0.4, De Kalb 0.4, Grundy 0.6, Harrison 0.5, Henry 1.1, Jackson 33.0, Johnson 1.9, Lafayette 1.5, Linn 0.7, Livingston 0.7, Pettis 1.8, Platte 3.0, Ray 1.1, Saline 1.2. Tot. Hslds.: 770,200.

KNOXVILLE, TENN.— KY.: Bell 2.7, Harlan 3.1, McCreary 1.3, Whitley 2.9, TENN.: Anderson 6.7, Blount 8.2, Campbell 3.2, Claiborne 2.4, Cocke 2.7, Cumberland 3.4, Fentress 1.4, Grainger 1.6, Hamblen 4.7, Hancock 0.6, Jefferson 3.0, Knox 32.7, Loudon 3.0, Monroe 2.8, Morgan 1.4, Roane 4.5, Scott 1.6, Sevier 4.9, Union 1.2. Tot. Hslds.: 414,800.

LA CROSSE-EAU CLAIRE, WISC.— MINN.: Houston 4.1, Winona 10.1, WISC.: Buffalo 3.1, Chippewa 11.4, Crawford 3.6, Eau Claire 15.9, Jackson 3.7, La Crosse 22.2, Monroe 8.0, Rusk 3.4, Trempealeau 5.7, Vernon 5.8. Tot. Hslds.: 166,800.

LAFAYETTE, IND.— Tippecanoe 100.0. Tot. Hslds.: 46,300.

LAFAYETTE, LA.— Acadia 10.5, Evangeline 6.3, Iberia 12.3, Jefferson Davis 5.7, Lafayette 32.9, St. Landry 14.8, St. Martin 7.9, Vermilion 9.6. Tot. Hslds.: 185,300.

LAKE CHARLES, LA.— Allen 8.7, Beauregard 12.8, Calcasieu 74.7, Cameron 3.8. Tot. Hslds.: 81,400.

LANSING, MICH.— Clinton 9.0, Eaton 15.2, Hillsdale 6.9, Ingham 45.0, Jackson 23.8. Tot. Hslds.: 229,100.

LAREDO, TEX.— Webb 92.3, Zapata 7.7. Tot. Hslds.: 38,800.

LAS VEGAS, NEV.— Clark 98.4, Lincoln 0.4, Nye (southern portion) 1.2. Tot. Hslds.: 321,300.

LAUREL-HATTIESBURG, MISS.— Covington 6.5, Forrest 27.8, Jasper 6.6, Jones 24.9, Lamar 12.2, Marion 10.0, Perry 4.2, Wayne 7.7. Tot. Hslds.: 80,700.

LEXINGTON, KY.— Anderson 1.5, Bath 1.0, Bourbon 2.0, Boyle 2.6, Breathitt 1.5, Casey 1.5, Clark 3.1, Clay 2.0, Estill 1.5, Fayette 25.1, Fleming 1.3, Franklin 4.9, Garrard 1.2, Harrison 1.7, Jackson 1.2, Jessamine 3.0, Knott 1.7, Knox 2.9, Laurel 4.4, Lee 0.7, Lincoln 2.1, Madison 5.6, Menifee 0.5, Mercer 2.0, Montgomery 2.0, Nicholas 0.7, Owsley 0.5, Perry 2.9, Powell 1.2, Pulaski 5.3, Robertson 0.2, Rockcastle 1.5, Rowan 1.9, Russell 1.6, Scott 2.4, Wayne 1.8, Wolfe 0.7, Woodford 2.0. Tot. Hslds.: 383,700.

LIMA, OHIO— Allen 100.0. Tot. Hslds.: 36,900.

LINCOLN-HASTINGS-KEARNEY, NEB.— KANS.: Cloud 1.8, Jewell 0.7, Phillips 1.1, Republic 1.1, Smith 0.9, Washington 1.2, NEB.: Adams 4.7, Boone 1.0, Brown 0.6, Buffalo 5.8, Chase 0.7, Clay 1.1, Custer 2.0, Dawson 3.2, Fillmore 1.2, Franklin 0.7, Frontier 0.6, Furnas 0.9, Gage 3.7, Garfield 0.3, Gosper 0.3, Greeley 0.5, Hall 7.7, Hamilton 1.3, Harlan 0.7, Hayes 0.2, Holt 1.9, Howard 0.9, Jefferson 1.8, Kearney 1.0, Lancaster 34.7, Loup 0.1, Merrick 1.2, Nance 0.7, Nuckolls 0.9, Pawnee 0.6, Perkins 0.5, Phelps 1.6, Polk 0.9, Red Willow 1.9, Rock 0.3, Saline 2.0, Sherman 0.6, Thayer 1.1, Valley 0.9, Webster 0.7, York 2.3. Tot. Hslds.: 249,200.

LITTLE ROCK, ARK.— Arkansas 1.8, Bradley 1.0, Calhoun 0.5, Clark 1.7, Cleburne 1.8, Cleveland 0.6, Conway 1.6, Dallas 0.8, Desha 1.3, Drew 1.4, Faulkner 5.0, Garland 8.9, Grant 1.2, Hot Spring 2.2, Independence 2.6, Jefferson 6.8, Johnson 1.6, Lincoln 0.8, Lonoke 3.2, Monroe 0.9, Montgomery 0.7, Nevada 0.8, Ouachita 2.6, Perry 0.7, Pike 0.9, Polk 1.5, Pope 3.8, Prairie 0.8, Pulaski 30.4, Saline 5.3, Stone 0.9, Van Buren 1.3, White 4.4, Woodruff 0.8, Yell 1.6. Tot. Hslds.: 403,300.

LOS ANGELES, CALIF.— Inyo 0.2, Kern (eastern portion) 0.3, Los Angeles 61.0, Orange 17.1, Riverside (western portion) 6.6, San Bernardino 10.0, Ventura 4.4. Tot. Hslds.: 4,889,800.

LOUISVILLE, KY.— IND.: Clark 6.1, Crawford 0.7, Floyd 4.8, Harrison 2.0, Jackson 2.6, Jefferson 2.0, Lawrence 3.0, Orange 1.3, Scott 1.4, Washington 1.6, KY.: Breckinridge 1.2, Bullitt 3.0, Carroll 0.6, Grayson 1.5, Green 0.8, Hardin 5.4, Hart 1.0, Henry 0.9, Jefferson 48.3, Larue 0.8, Marion 1.0, Meade 1.5, Nelson 2.0, Oldham 2.0, Shelby 1.7, Spencer 0.5, Taylor 1.5, Trimble 0.4, Washington 0.7. Tot. Hslds.: 540,400.

LUBBOCK, TEX.— Bailey 1.8, Borden 0.2, Cochran 1.0, Crosby 1.8, Dawson 3.6, Dickens 0.7, Floyd 2.1, Garza 1.3, Hale 8.8, Hockley 5.8, Kent 0.3, King 0.1, Lamb 3.9, Lubbock 61.3, Lynn 1.7, Motley 0.4, Terry 3.2, Yoakum 2.1. Tot. Hslds.: 130,200.

MACON, GA.— Baldwin 6.7, Bibb 31.2, Bleckley 2.1, Crawford 1.7, Dodge 3.5, Dooly 1.9, Houston 18.2, Johnson 1.6, Jones 4.1, Laurens 8.0, Monroe 3.3, Peach 4.0, Pulaski 1.7, Telfair 2.2, Twiggs 1.8, Washington 3.7, Wheeler 1.0, Wilcox 1.4, Wilkinson 2.0. Tot. Hslds.: 183,100.

MADISON, WISC.— Columbia 6.2, Dane 52.3, Green 4.2, Iowa 2.7, Juneau 3.0, Lafayette 2.1, Marquette 1.8, Richland 2.4, Rock 18.8, Sauk 6.5. Tot. Hslds.: 278,300.

MANKATO, MINN.— IOWA: Emmet 14.5; MINN.: Blue Earth 63.7, Faribault 21.8. Tot. Hslds.: 30,300.

MARQUETTE, MICH.— Alger 5.8, Baraga 5.4, Houghton 23.2, Iron 9.8, Keweenaw 1.4, Marquette 44.8, Ontonagon 6.2; WISC.: Florence 3.2. Tot. Hslds.: 55,800.

MCALLEN-BROWNSVILLE, TEX.— Cameron 37.5, Hidalgo 54.5, Starr 5.5, Willacy 2.5. Tot. Hslds.: 199,700.

MEDFORD, ORE.— CALIF.: Modoc 2.7, Siskiyou 12.6; ORE.: Curry 8.2, Jackson 42.0, Josephine 18.5, Klamath 16.0, Lake 2.0. Tot. Hslds.: 141,100.

MEMPHIS, TENN.— ARK.: Crittenden 2.9, Cross 1.1, Lee 0.8, Mississippi 3.4, Phillips 1.6, Poinsett 1.6, St. Francis 1.7; MISS.: Alcorn 2.1, Benton 0.5, Coahoma 1.7, De Soto 4.3, Lafayette 1.8, Marshall 1.7, Panola 1.7, Quitman 0.6, Tate 1.2, Tippah 1.2, Tunica 0.4; MO.: Pemiscot 1.4; TENN.: Chester 0.8, Crockett 0.9, Dyer 2.3, Fayette 1.4, Gibson 3.1, Hardeman 1.4, Haywood 1.2, Lauderdale 1.4, McNairy 1.5, Shelby 51.9, Tipton 2.3. Tot. Hslds.: 594,700.

MERIDIAN, MISS.— ALA.: Choctaw 8.7, Sumter 8.2; MISS.: Clarke 9.6, Kemper 5.6, Lauderdale 43.2, Neshoba 13.4, Newton 11.1. Tot. Hslds.: 58,800.

MIAMI-FT. LAUDERDALE, FLA.— Broward 42.4, Dade 54.9, Monroe 2.7. Tot. Hslds.: 1,291,800.

MILWAUKEE, WISC.— Dodge 3.5, Jefferson 3.2, Kenosha 6.2, Milwaukee 46.4, Ozaukee 3.4, Racine 8.3, Sheboygan 5.1, Walworth 3.6, Washington 4.4, Waukesha 14.1. Tot. Hslds.: 773,800.

MINNEAPOLIS-ST. PAUL, MINN.— Anoka 8.2, Beltrami 0.9, Benton 0.8, Big Stone 0.2, Brown 0.7, Carver 1.3, Cass 0.6, Chippewa 0.4, Chisago 0.8, Cottonwood 0.4, Crow Wing 1.3, Dakota 7.7, Douglas 0.8, Goodhue 1.1, Grant 0.2, Hennepin 30.8, Hubbard 0.4, Isanti 0.7, Jackson 0.3, Kanabec 0.4, Kandiyohi 1.0, Lac qui Parle 0.2, Le Sueur 0.6, Lyon 0.7, McLeod 0.9, Martin 0.6, Meeker 0.6, Mille Lacs 0.5, Morrison 0.8, Nicollet 0.7, Pine 0.6, Pope 0.3, Ramsey 13.8, Redwood 0.5, Renville 0.5, Rice 1.2, Scott 1.5, Sherburne 1.0, Sibley 0.4, Stearns 2.9, Steele 0.8, Stevens 0.3, Swift 0.3, Todd 0.6, Traverse 0.1, Wabasha 0.5, Wadena 0.4, Waseca 0.5, Washington 3.7, Watonwan 0.3, Wright 1.7, Yellow Medicine 0.3; WISC.: Barron 1.1, Burnett 0.4, Dunn 0.9, Pepin 0.2, Pierce 0.8, Polk 1.0, St. Croix 1.3. Tot. Hslds.: 1,304,800.

MINOT-BISMARCK-DICKINSON-GLENDIVE, N.D.— MONT.: Daniels 0.7, Dawson 2.6, Fallon 0.8, McCone 0.6, Richland 2.7, Roosevelt 2.7, Sheridan 1.4, Wibaux 0.4; N.D.: Adams 0.9, Billings 0.3, Bottineau 2.3, Bowman 1.0, Burke 0.9, Burleigh 16.8, Divide 0.9, Dunn 1.0, Emmons 1.3, Golden Valley 0.6, Grant 1.0, Hettinger 1.0, Kidder 0.9, Logan 0.9, McHenry 1.8, McIntosh 1.2, McKenzie 1.6, McLean 2.8, Mercer 2.5, Morton 6.2, Mountrail 1.8, Oliver 0.6, Pierce 1.5, Renville 0.9, Rolette 3.1, Sheridan 0.6, Sioux 0.7, Slope 0.2, Stark 6.2, Ward 15.6, Wells 1.6, Williams 5.6; S.D.: Campbell 0.6, Corson 1.0, Dewey 1.2, Perkins 1.2. Tot. Hslds.: 128,600.

MISSOULA, MONT.— Flathead 31.1, Granite 1.3, Lake 10.8, Mineral 1.7, Missoula 41.6, Ravalli 13.4. Tot. Hslds.: 74,800.

MOBILE-PENSACOLA, ALA.— Baldwin 9.3, Clarke 2.3, Conecuh 1.3, Escambia 3.1, Mobile 33.6, Monroe 2.1, Washington 1.4; FLA.: Escambia 21.5, Okaloosa 13.5, Santa Rosa 7.6; MISS.: George 1.4. Tot. Hslds.: 411,800.

MONROE-EL DORADO, LA.— ARK.: Ashley 5.2, Union 10.5; LA.: Caldwell 2.1, Catahoula 2.3, Concordia 4.3, East Carroll 1.8, Franklin 4.5, Jackson 3.4, La Salle 3.0, Lincoln 8.1, Madison 2.5, Morehouse 6.5, Ouachita 29.8, Richland 4.1, Tensas 1.5, Union 4.5, West Carroll 2.6, Winn 3.4. Tot. Hslds.: 169,400.

MONTGOMERY-SELMA, ALA.— Autauga 5.6, Bullock 1.6, Butler 3.8, Covington 6.9, Crenshaw 2.5, Dallas 7.9, Elmore 8.2, Lowndes 1.9, Macon 4.1, Marengo 3.3, Montgomery 37.2, Perry 2.0, Pike 5.0, Tallapoosa 7.1, Wilcox 2.1. Tot. Hslds.: 208,800.

NASHVILLE, TENN.— KY.: Allen 0.8, Barren 1.8, Christian 2.9, Clinton 0.5, Cumberland 0.4, Logan 1.3, Monroe 0.6, Simpson 0.8, Todd 0.6, Trigg 0.6; TENN.: Bedford 1.6, Benton 0.8, Cannon 0.6, Cheatham 1.4, Clay 0.4, Coffee 2.2, Davidson 29.2, De Kalb 0.8, Dickson 1.9, Franklin 1.8, Giles 1.4, Henry 1.6, Hickman 0.9, Houston 0.4, Humphreys 0.9, Jackson 0.5, Lawrence 1.9, Lewis 0.5, Macon 0.9, Marshall 1.2, Maury 2.9, Montgomery 4.9, Moore 0.2, Overton 1.0, Perry 0.3, Pickett 0.2, Putnam 2.8, Robertson 2.1, Rutherford 6.2, Smith 0.7, Stewart 0.5, Sumner 5.3, Trousdale 0.3, Van Buren 0.2, Warren 1.8, Wayne 0.7, White 1.1, Williamson 4.1, Wilson 3.5. Tot. Hslds.: 723,300.

NEW ORLEANS, LA.— Jefferson 27.7, Lafourche 4.8, Orleans 30.9, Plaquemines 1.4, St. Bernard 3.9, St. Charles 2.4, St. James 1.1, St. John the Baptist 2.2, St. Tammany 8.6, Tangipahoa 4.9, Terrebonne 5.2, Washington 2.6; MISS.: Hancock 2.1, Pearl River 2.3. Tot. Hslds.: 604,300.

NEW YORK, N.Y.— CONN.: Fairfield 4.4; N.J.: Bergen 4.5, Essex 4.0, Hudson 3.0, Hunterdon 0.6, Middlesex 3.6, Monmouth 3.0, Morris 2.2, Ocean 2.5, Passaic 2.3, Somerset 1.3, Sussex 0.7, Union 2.6, Warren 0.5; N.Y.: Bronx 6.2, Dutchess 1.3, Kings 12.1, Nassau 6.3, New York (Manhattan) 10.6, Orange 1.5, Putnam 0.4, Queens 10.5, Richmond 1.9, Rockland 1.2, Suffolk 6.4, Sullivan 0.4, Ulster 0.9, Westchester 4.7; PA.: Pike 0.2. Tot. Hslds.: 6,627,500.

NORFOLK-PORTSMOUTH-NEWPORT NEWS-HAMPTON, VA.— N.C.: Camden 0.4, Chowan 0.9, Currituck 0.9, Dare 1.7, Gates 0.6, Hertford 1.3, Pasquotank 1.9, Perquimans 0.7; VA.: Accomack 2.1, Chesapeake city 8.2, Franklin city 0.5, Gloucester 2.0, Hampton city 6.4, Isle of Wight 1.6, James City 2.3, Mathews 0.6, Newport News city 10.3, Norfolk city 15.0, Northampton 0.8, Poquoson city 0.6, Portsmouth city 6.4, Southampton 1.6, Suffolk city 3.1, Surry 0.4, Virginia Beach city 23.9, Williamsburg city 0.6, York 2.5. Tot. Hslds.: 604,400.

NORTH PLATTE, NEB.— Arthur 1.1, Blaine 1.7, Hooker 1.7, Keith 19.2, Lincoln 71.6, Logan 1.7, McPherson 1.1, Thomas 1.7. Tot. Hslds.: 17,700.

ODESSA-MIDLAND, TEX.— N.M.: Lea (southern portion) 1.4; TEX.: Andrews 3.4, Brewster 2.6, Crane 1.7, Culberson 0.8, Ector 31.0, Gaines 3.4, Glasscock 0.4, Howard 8.3, Jeff Davis 0.6, Loving 0.1, Martin 1.2, Midland 29.4, Pecos 3.4, Presidio 1.6, Reagan 1.0, Reeves 3.5, Terrell 0.4, Upton 1.1, Ward 3.1, Winkler 2.0. Tot. Hslds.: 124,300.

OKLAHOMA CITY, OKLA.— Alfalfa 0.4, Beckham 1.2, Blaine 0.8, Caddo 1.9, Canadian 4.8, Cleveland 11.7, Custer 1.7, Dewey 0.4, Ellis 0.3, Garfield 3.8, Garvin 1.8, Grady 2.7, Grant 0.4, Greer 0.4, Harmon 0.2, Harper 0.3, Hughes 0.9, Kay 3.3, Kingfisher 0.8, Lincoln 1.9, Logan 1.8, McClain 1.5, Major 0.5, Murray 0.8, Noble 0.7, Oklahoma 42.2, Payne 4.2, Pottawatomie 3.8, Roger Mills 0.3, Seminole 1.7, Washita 0.7, Woods 0.7, Woodward 1.2. Tot. Hslds.: 545,700.

OMAHA, NEB.— IOWA: Adams 0.6, Cass 1.7, Crawford 1.8, Fremont 0.9, Harrison 1.6, Mills 1.3, Montgomery 1.4, Page 1.8, Pottawattamie 8.7, Shelby 1.4, Taylor 0.8; MO.: Atchison 0.8; NEB.: Burt 0.9, Butler 0.9, Cass 2.2, Colfax 1.0, Cuming 1.1, Dodge 3.8, Douglas 46.3, Johnson 0.5, Nemaha 0.8, Otoe 1.6, Platte 3.1, Richardson 1.1, Sarpy 9.8, Saunders 1.9, Seward 1.6, Washington 1.7. Tot. Hslds.: 356,800.

ORLANDO-DAYTONA BEACH-MELBOURNE, FLA.— Brevard 18.3, Flagler 1.4, Lake 7.2, Marion 8.9, Orange 28.9, Osceola 4.6, Seminole 12.2, Sumter 1.3, Volusia 17.2. Tot. Hslds.: 933,800.

OTTUMWA-KIRKSVILLE, IOWA— Davis 9.1, Jefferson 18.9, Van Buren 8.8; MO.: Adair 26.3, Macon 18.0, Putnam 6.2, Schuyler 5.0, Sullivan 7.7. Tot. Hslds.: 33,800.

PADUCAH-CAPE GIRARDEAU-HARRISBURG-MARION, KY.— ILL.: Alexander 1.3, Franklin 4.9, Gallatin 0.8, Hamilton 1.0, Hardin 0.6, Jackson 7.0, Johnson 1.1, Massac 1.8, Perry 2.5, Pope 0.5, Pulaski 0.9, Saline 3.2, Union 2.1, Williamson 6.2; KY.: Ballard 0.9, Caldwell 1.6, Calloway 3.6, Carlisle 0.6, Crittenden 1.1, Fulton 1.0, Graves 4.0, Hickman 0.7, Livingston 1.1, Lyon 0.7, McCracken 7.7, Marshall 3.3; MO.: Bollinger 1.2, Butler 4.6, Cape Girardeau 7.1, Carter 0.6, Dunklin 3.9, Mississippi 1.6, New Madrid 2.3, Reynolds 0.7, Scott 4.5, Stoddard 3.4, Wayne 1.4; TENN.: Lake 0.7, Obion 3.7, Weakley 3.6. Tot. Hslds.: 354,800.

PALM SPRINGS, CALIF.— Riverside (central portion) 100.0. Tot. Hslds.: 94,900.

PANAMA CITY, FLA.— Bay 52.3, Calhoun 4.1, Franklin 3.6, Gulf 4.5, Jackson 15.1, Liberty 1.9, Walton 11.5, Washington 6.7. Tot. Hslds.: 97,100.

PARKERSBURG, W.VA.— OHIO: Washington 40.9; W.VA.: Wood 59.1. Tot. Hslds.: 57,700.

PEORIA-BLOOMINGTON, ILL.— Fulton 6.6, Livingston 6.2, McLean 21.6, Marshall 2.2, Mason 2.6, Peoria 31.8, Putnam 1.0, Stark 1.1, Tazewell 21.4, Woodford 5.2. Tot. Hslds.: 221,100.

PHILADELPHIA, PA.— DEL.: Kent 1.5, New Castle 6.3; N.J.: Atlantic 3.3, Burlington 5.2, Camden 6.8, Cape May 1.5, Cumberland 1.8, Gloucester 3.0, Mercer 4.5, Salem 0.9; PA.: Berks 4.9, Bucks 7.4, Chester 5.2, Delaware 7.6, Lehigh 4.3, Montgomery 9.7, Northampton 3.5, Philadelphia 22.6. Tot. Hslds.: 2,884,800.

PHOENIX, ARIZ.— Gila 1.5, Graham 0.8, Greenlee 0.3, La Paz 0.5, Maricopa 81.6, Mohave 3.8, Navajo 2.2, Pinal 3.9, Yavapai 4.6; CALIF.: Riverside (eastern portion) 0.7. Tot. Hslds.: 1,037,300.

PITTSBURGH, PA.— MD.: Garrett 0.9; PA.: Allegheny 46.6, Armstrong 2.4, Beaver 6.2, Butler 4.9, Clarion 1.3, Fayette 4.8, Greene 1.3, Indiana 2.7, Lawrence 3.1, Venango 1.9, Washington 6.8, Westmoreland 12.5; W.VA.: Hancock 1.2, Monongalia 2.5, Preston 0.9. Tot. Hslds.: 1,153,900.

PORTLAND, ORE.— Baker 0.7, Benton 3.0, Clackamas 11.9, Clatsop 1.5, Columbia 1.6, Crook 0.6, Gilliam 0.1, Harney 0.3, Hood River 0.7, Jefferson 0.5, Lincoln 1.9, Linn 3.9, Marion 9.5, Multnomah 27.1, Polk 2.1, Sherman 0.1, Tillamook 1.0, Union 1.0, Wasco 1.0, Washington 13.9, Wheeler 0.1, Yamhill 2.6; WASH.: Clark 10.3, Cowlitz 3.6, Klickitat 0.7, Skamania 0.3, Wahkiakum 0.1. Tot. Hslds.: 902,400.

PORTLAND-POLAND SPRING, MAINE— Androscoggin 11.8, Cumberland 27.9, Franklin 3.2, Kennebec 12.9, Knox 4.2, Lincoln 3.5, Oxford 5.9, Sagadahoc 3.8, York 18.4; N.H.: Carroll 4.3, Coos 4.0. Tot. Hslds.: 345,200.

PRESQUE ISLE, MAINE— Aroostook 100.0. Tot. Hslds.: 31,200.

PROVIDENCE-NEW BEDFORD, R.I.— MASS.: Bristol 32.9, Dukes 0.9; R.I.: Bristol 3.1, Kent 10.9, Newport 5.7, Providence 39.5, Washington 7.0. Tot. Hslds.: 576,400.

QUINCY-HANNIBAL, ILL.— Adams 24.1, Brown 2.0, Hancock 7.9, McDonough 11.5, Pike 6.7, Schuyler 2.9, Scott 2.1; IOWA: Lee 14.1; MO.: Clark 2.7, Knox 1.7, Lewis 3.4, Marion 10.2, Monroe 3.3, Ralls 3.0, Scotland 1.8, Shelby 2.7. Tot. Hslds.: 105,200.

RALEIGH-DURHAM, N.C.— Chatham 2.1, Cumberland 12.4, Durham 10.0, Edgecombe 2.7, Franklin 1.9, Granville 1.8, Halifax 2.8, Harnett 3.5, Hoke 1.0, Johnston 4.4, Lee 2.1, Moore 3.3, Nash 4.0, Northampton 1.0, Orange 5.0, Person 1.6, Sampson 2.4, Scotland 1.6, Vance 1.9, Wake 23.5, Warren 0.9, Wayne 5.2, Wilson 3.4; VA.: Mecklenburg 1.5. Tot. Hslds.: 746,800.

RAPID CITY, S.D.— MONT.: Carter 0.7, Powder River 0.9; NEB.: Banner 0.3, Box Butte 5.5, Grant 0.3, Morrill 2.4, Sheridan 3.0, Sioux 0.7; S.D.: Bennett 1.1, Butte 3.4, Custer 2.7, Fall River 3.2, Haakon 1.0, Harding 0.7, Jackson 1.0, Lawrence 9.4, Meade 8.4, Pennington 38.4, Shannon 2.5, Ziebach 0.7; WYO.: Crook 2.2, Sheridan 10.6, Weston 2.7. Tot. Hslds.: 87,400.

RENO, NEV.— CALIF.: Alpine 0.2, El Dorado (eastern portion) 6.1, Lassen 4.5, Mono 2.1, Placer (eastern portion) 2.3; NEV.: Carson City 8.4, Churchill 3.6, Douglas 5.6, Esmeralda 0.3, Eureka 0.3, Humboldt 2.5, Lander 1.2, Lyon 4.2, Mineral 1.3, Nye (northern portion) 1.6, Pershing 0.9, Storey 0.5, Washoe 54.2. Tot. Hslds.: 165,800.

RICHMOND, VA.— Amelia 0.7, Brunswick 1.2, Buckingham 1.0, Caroline 1.5, Charles City 0.5, Chesterfield 17.6, Colonial Heights city 1.5, Cumberland 0.6, Dinwiddie 1.7, Emporia city 0.4, Essex 0.7, Fluvanna 1.1, Goochland 1.2, Greene 0.9, Greensville 0.7, Hanover 5.4, Henrico 20.9, Hopewell city 2.0, King and Queen 0.5, King William 0.9, Lancaster 1.1, Louisa 1.7, Lunenburg 1.0, Middlesex 0.6, Nelson 1.1, New Kent 0.9, Northumberland 1.0, Nottoway 1.2, Orange 1.8, Petersburg city 3.3, Powhatan 1.1, Prince Edward 1.2, Prince George 1.9, Richmond 0.6, Richmond city 19.2, Sussex 0.9. Tot. Hslds.: 443,800.

ROANOKE-LYNCHBURG, VA.— Alleghany 1.2, Amherst 2.8, Appomattox 1.2, Bath 0.5, Bedford 4.6, Bedford city 0.6, Botetourt 2.4, Buena Vista city 0.6, Campbell 4.7, Carroll 2.7, Charlotte 1.1, Clifton Forge city 0.5, Covington city 0.8, Craig 0.4, Danville city 5.6, Floyd 1.3, Franklin 3.9, Galax city 0.7, Giles 1.7, Grayson 1.7, Halifax 2.8, Henry 5.7, Highland 0.3, Lexington city 0.5, Lynchburg city 6.5, Martinsville city 1.8, Montgomery 6.9, Pittsylvania 5.2, Pulaski 3.4, Radford city 1.3, Roanoke 7.8, Roanoke city 10.5, Rockbridge 1.9, Salem city 2.4, South Boston city 0.7, Wythe 2.8; W.VA.: Pocahontas 0.9. Tot. Hslds.: 387,100.

ROCHESTER, N.Y.— Livingston 5.7, Monroe 72.5, Ontario 8.4, Orleans 3.9, Wayne 8.8. Tot. Hslds.: 378,800.

ROCHESTER-MASON CITY-AUSTIN, MINN.— IOWA: Cerro Gordo 14.0, Floyd 4.9, Hancock 3.6, Howard 2.8, Kossuth 5.2, Mitchell 3.1, Winnebago 3.5, Worth 2.4; MINN.: Dodge 4.1, Fillmore 5.7, Freeborn 9.6, Mower 10.9, Olmsted 30.3. Tot. Hslds.: 126,100.

ROCKFORD, ILL.— Boone 7.1, Lee 8.0, Ogle 10.9, Stephenson 12.1, Winnebago 61.9. Tot. Hslds.: 157,300.

SACRAMENTO-STOCKTON, CALIF.— Amador 1.1, Calaveras 1.3, Colusa 0.5, El Dorado (western portion) 3.6, Nevada 3.0, Placer (western portion) 6.0, Plumas 0.8, Sacramento 36.5, San Joaquin 15.1, Sierra 0.1, Solano (eastern portion) 6.6, Stanislaus 12.3, Sutter 2.3, Tuolumne 1.8, Yolo 4.9, Yuba 1.9. Tot. Hslds.: 1,080,100.

ST. JOSEPH, MO.— Buchanan 70.5, Gentry 5.7, Holt 5.3, Nodaway 16.4, Worth 2.2. Tot. Hslds.: 46,700.

ST. LOUIS, MO.— ILL.: Bond 0.5, Calhoun 0.2, Clinton 1.1, Fayette 0.7, Greene 0.5, Jefferson 1.3, Jersey 0.7, Macoupin 1.8, Madison 8.6, Marion 1.5, Monroe 0.8, Randolph 1.1, St. Clair 8.6, Washington 0.5; MO.: Crawford 0.7, Franklin 2.6, Gasconade 0.5, Iron 0.4, Jefferson 5.5, Lincoln 1.0, Madison 0.4, Montgomery 0.4, Perry 0.6, Pike 0.5, St. Charles 7.3, Ste. Genevieve 0.5, St. Francois 1.8, St. Louis 34.7, St. Louis city 14.4, Warren 0.7, Washington 0.6. Tot. Hslds.: 1,112,300.

SALINAS-MONTEREY, CALIF.— Monterey 54.6, San Benito 5.6, Santa Cruz 39.8. Tot. Hslds.: 212,400.

SALISBURY, MD.— DEL.: Sussex 47.0; MD.: Somerset 8.4, Wicomico 29.6, Worcester 15.0. Tot. Hslds.: 96,400.

SALT LAKE CITY, UTAH— COLO.: Dolores 0.1; IDA.: Bear Lake 0.3, Franklin 0.5, Oneida 0.2; NEV.: Elko 2.1, White Pine 0.6; UTAH: Beaver 0.3, Box Elder 1.9, Cache 3.5, Carbon 1.1, Daggett 0.1, Davis 9.4, Duchesne 0.6, Emery 0.5, Garfield 0.2, Grand 0.4, Iron 1.1, Juab 0.3, Kane 0.3, Millard 0.5, Morgan 0.2, Piute 0.1, Rich 0.1, Salt Lake 41.2, San Juan 0.6, Sanpete 0.8, Sevier 0.8, Summit 0.9, Tooele 1.5, Uintah 1.1, Utah 12.1, Wasatch 0.5, Washington 2.8, Wayne 0.1, Weber 9.1; WYO.: Sublette 0.3, Sweetwater 2.3, Uinta 1.0, Washakie 0.5. Tot. Hslds.: 588,200.

SAN ANGELO, TEX.— Coke 2.8, Concho 2.0, Crockett 2.8, Irion 1.2, Kimble 3.2, McCulloch 6.9, Menard 1.8, Schleicher 2.0, Sterling 1.0, Sutton 2.8, Tom Green 73.3. Tot. Hslds.: 46,400.

SAN ANTONIO-VICTORIA, TEX.— Atascosa 1.7, Bandera 0.7, Bexar 69.5, Comal 3.3, De Witt 1.1, Dimmit 0.5, Edwards 0.1, Frio 0.7, Goliad 0.4, Gonzales 1.0, Guadalupe 3.8, Karnes 0.7, Kendall 0.9, Kerr 2.4, Kinney 0.2, La Salle 0.3, Lavaca 1.2, McMullen 0.0, Maverick 1.6, Medina 1.5, Real 0.1, Uvalde 1.2, Val Verde 1.9, Victoria 4.2, Wilson 1.3, Zavala 0.5. Tot. Hslds.: 621,100.

SAN DIEGO, CALIF.— San Diego 100.0. Tot. Hslds.: 920,000.

SAN FRANCISCO-OAKLAND-SAN JOSE, CALIF.— Alameda 21.5, Contra Costa 13.7, Lake 1.0, Marin 4.3, Mendocino 1.4, Napa 1.9, San Francisco 13.4, San Mateo 10.6, Santa Clara 23.2, Solano (western portion) 2.1, Sonoma 6.9. Tot. Hslds.: 2,278,300.

SANTA BARBARA-SANTA MARIA-SAN LUIS OBISPO, CALIF.— San Luis Obispo 38.6, Santa Barbara 61.4. Tot. Hslds.: 216,000.

SARASOTA, FLA.— Sarasota 100.0. Tot. Hslds.: 136,200.

SAVANNAH, GA.— Appling 2.6, Bacon 1.5, Bryan 2.4, Bulloch 6.6, Candler 1.2, Chatham 35.0, Effingham 4.0, Evans 1.4, Jeff Davis 1.9, Liberty 6.7, Long 0.9, McIntosh 1.4, Montgomery 1.1, Pierce 2.1, Screven 2.1, Tattnall 2.4, Toombs 3.8, Treutlen 0.9, Wayne 3.4; S.C.: Beaufort 13.7, Hampton 2.7, Jasper 2.3. Tot. Hslds.: 294,800.

SEATTLE-TACOMA, WASH.— Chelan 1.5, Clallam 1.7, Douglas 0.7, Grays Harbor 1.8, Island 1.6, Jefferson 0.6, King 44.5, Kitsap 5.1, Kittitas (western portion) 0.2, Lewis 1.6, Mason 1.1, Pacific 0.6, Pierce 15.6, San Juan 0.3, Skagit 2.2, Snohomish 12.7, Thurston 4.5, Whatcom 3.6. Tot. Hslds.: 1,416,800.

SHREVEPORT-TEXARKANA, LA.— ARK.: Columbia 2.6, Hempstead 2.2, Howard 1.3, Lafayette 1.0, Little River 1.4, Miller 3.9, Sevier 1.4; LA.: Bienville 1.4, Bossier 8.3, Caddo 25.3, Claiborne 1.6, De Soto 2.5, Natchitoches 3.4, Red River 0.9, Sabine 2.2, Webster 4.3; OKLA.: McCurtain 3.2; TEX.: Bowie 8.3, Camp 1.1, Cass 3.1, Franklin 0.8, Harrison 5.7, Marion 1.1, Morris 1.3, Panola 2.3, Red River 1.5, Shelby 2.3, Titus 2.3, Upshur 3.1. Tot. Hslds.: 371,300.

SIOUX CITY, IOWA— Buena Vista 4.9, Cherokee 3.5, Clay 4.5, Dickinson 4.1, Ida 2.1, Monona 2.6, O'Brien 3.8, Palo Alto 2.6, Plymouth 6.5, Sac 3.2, Sioux 6.5, Woodbury 24.1; NEB.: Antelope 1.3, Cedar 2.3, Dakota 3.9, Dixon 1.5, Knox 2.5, Madison 8.0, Pierce 1.9, Stanton 1.4, Thurston 1.5, Wayne 2.1, Wheeler 0.2; S.D.: Clay 2.9, Union 2.6. Tot. Hslds.: 104,300.

SIOUX FALLS-MITCHELL, S.D.— IOWA: Lyon 2.0, Osceola 1.3; MINN.: Lincoln 1.2, Murray 1.6, Nobles 3.4, Pipestone 1.8, Rock 1.6; NEB.: Boyd 0.5, Cherry 1.1, Keya Paha 0.2; S.D.: Aurora 0.5, Beadle 3.3, Bon Homme 1.2, Brookings 4.1, Brown 6.3, Brule 0.8, Buffalo 0.2, Charles Mix 1.5, Clark 0.8, Codington 4.1, Davison 3.2, Day 1.2, Deuel 0.8, Douglas 0.6, Edmunds 0.7, Faulk 0.5, Grant 1.4, Gregory 1.0, Hamlin 0.9, Hand 0.7, Hanson 0.5, Hughes 2.7, Hutchinson 1.5, Hyde 0.2, Jerauld 0.5, Jones 0.2, Kingsbury 1.1, Lake 1.8, Lincoln 2.6, Lyman 0.6, McCook 1.0, McPherson 0.6, Marshall 0.9, Mellette 0.3, Miner 0.6, Minnehaha 22.3, Moody 1.1, Potter 0.6, Roberts 1.6, Sanborn 0.5, Spink 1.4, Stanley 0.4, Sully 0.3, Todd 1.1, Tripp 1.2, Turner 1.3, Walworth 1.1, Yankton 3.2. Tot. Hslds.: 218,900.

SOUTH BEND-ELKHART, IND.— Elkhart 19.3, Fulton 2.4, Kosciusko 7.9, La Grange 3.2, Marshall 5.2, Pulaski 1.6, St. Joseph 31.1, Starke 2.8; MICH.: Berrien 20.5, Cass 6.2. Tot. Hslds.: 300,100.

SPOKANE, WASH.— IDA.: Benewah 1.0, Bonner 3.3, Boundary 0.9, Clearwater 1.0, Idaho 1.6, Kootenai 8.5, Latah 3.6, Lewis 0.4, Nez Perce 4.3, Shoshone 1.9; MONT.: Lincoln 2.1, Sanders 1.1; ORE.: Wallowa 0.9; WASH.: Adams 1.4, Asotin 2.2, Columbia 0.5, Ferry 0.7, Garfield 0.3, Grant 6.2, Lincoln 1.1, Okanogan 4.0, Pend Oreille 1.1, Spokane 44.5, Stevens 3.6, Whitman 4.3. Tot. Hslds.: 323,100.

SPRINGFIELD, MASS.— Franklin 11.3, Hampden 68.5, Hampshire 20.2. Tot. Hslds.: 250,400.

SPRINGFIELD, MO.— ARK.: Baxter 4.3, Boone 3.5, Carroll 2.4, Fulton 1.3, Marion 1.6, Newton 0.9, Searcy 1.0; MO.: Barry 3.5, Benton 1.8, Camden 3.6, Cedar 1.5, Christian 3.9, Dade 0.9, Dallas 1.6, Dent 1.6, Douglas 1.4, Greene 25.6, Hickory 1.0, Howell 3.9, Laclede 3.3, Lawrence 3.7, Oregon 1.2, Ozark 1.1, Phelps 4.2, Polk 2.5, Pulaski 3.5, St. Clair 1.1, Shannon 0.9, Stone 2.5, Taney 3.3, Texas 2.6, Webster 2.7, Wright 2.0. Tot. Hslds.: 304,300.

SPRINGFIELD-DECATUR-CHAMPAIGN, ILL.— Cass 1.4, Champaign 18.1, Christian 3.8, Coles 5.3, De Witt 1.8, Douglas 2.0, Effingham 3.3, Ford 1.6, Iroquois 3.3, Logan 3.0, Macon 12.7, Menard 1.2, Montgomery 3.2, Morgan 3.8, Moultrie 1.4, Piatt 1.7, Sangamon 20.5, Shelby 2.4, Vermilion 9.5. Tot. Hslds.: 390,300.

SYRACUSE, N.Y.— Cayuga 7.5, Cortland 4.5, Madison 6.1, Oneida (western portion) 8.9, Onondaga 46.0, Oswego 11.1, Schuyler 1.8, Seneca 3.2, Tompkins 8.7, Yates 2.2. Tot. Hslds.: 387,000.

TALLAHASSEE-THOMASVILLE, FLA.— Gadsden 6.6, Hamilton 1.9, Jefferson 2.0, Lafayette 1.0, Leon 39.3, Madison 2.9, Suwannee 5.2, Taylor 3.2, Wakulla 2.7; GA.: Brooks 2.7, Decatur 4.6, Echols 0.4, Grady 3.7, Lowndes 13.5, Miller 1.2, Seminole 1.6, Thomas 7.3. Tot. Hslds.: 167,000.

TAMPA-ST. PETERSBURG, FLA.— Citrus 3.5, De Soto 0.7, Hardee 0.5, Hernando 3.7, Highlands 2.5, Hillsborough 27.1, Manatee 7.6, Pasco 10.2, Pinellas 31.2, Polk 12.9. Tot. Hslds.: 1,347,400.

TERRE HAUTE, IND.— ILL.: Clark 4.1, Clay 3.5, Crawford 4.6, Cumberland 2.5, Edgar 4.9, Jasper 2.5, Lawrence 3.9, Richland 4.0; IND.: Clay 6.0, Daviess 6.4, Greene 7.6, Knox 9.6, Martin 2.4, Parke 3.7, Sullivan 4.6, Vermillion 4.2, Vigo 26.1. Tot. Hslds.: 157,200.

TOLEDO, OHIO— MICH.: Lenawee 7.9; OHIO: Defiance 3.5, Fulton 3.4, Hancock 6.1, Henry 2.6, Lucas 43.9, Ottawa 3.6, Putnam 2.8, Sandusky 5.6, Seneca 5.3, Williams 3.4, Wood 9.9, Wyandot 2.0. Tot. Hslds.: 467,000.

TOPEKA, KANS.— Brown 2.7, Clay 2.3, Coffey 2.1, Geary 6.8, Jackson 2.7, Jefferson 3.5, Lyon 8.3, Marshall 2.9, Morris 1.6, Nemaha 2.6, Osage 3.7, Pottawatomie 3.8, Riley 12.8, Shawnee 41.4, Wabaunsee 1.5. Tot. Hslds.: 156,800.

TRAVERSE CITY-CADILLAC, MICH.— Antrim 3.9, Benzie 2.7, Charlevoix 4.6, Cheboygan 4.5, Chippewa 6.5, Crawford 2.5, Emmet 5.4, Grand Traverse 13.7, Kalkaska 2.0, Lake 2.0, Leelanau 3.5, Luce 1.1, Mackinac 2.4, Manistee 4.7, Mason 5.5, Mecosta 6.8, Missaukee 2.5, Montmorency 2.0, Osceola 4.1, Oscoda 1.8, Otsego 3.7, Presque Isle 3.0, Roscommon 4.8, Wexford 6.6. Tot. Hslds.: 182,900.

TUCSON, ARIZ.— Apache (southern portion) 1.3, Cochise 11.8, Pima 84.0, Santa Cruz 2.9. Tot. Hslds.: 303,700.

TULSA, OKLA.— KANS.: Chautauqua 0.4, Montgomery 3.4; OKLA.: Adair 1.4, Cherokee 2.9, Craig 1.2, Creek 5.0, Delaware 2.5, Haskell 1.0, Latimer 0.8, McIntosh 1.5, Mayes 2.6, Muskogee 5.6, Nowata 0.9, Okfuskee 0.9, Okmulgee 3.1, Osage 3.4, Pawnee 1.4, Pittsburg 3.6, Rogers 4.5, Tulsa 46.5, Wagoner 3.0, Washington 4.2. Tot. Hslds.: 440,700.

TUSCALOOSA, ALA.— Tuscaloosa 100.0. Tot. Hslds.: 58,400.

TWIN FALLS, IDA.— Gooding 14.2, Jerome 17.5, Lincoln 3.9, Twin Falls 64.4. Tot. Hslds.: 30,900.

TYLER-LONGVIEW-JACKSONVILLE, TEX.— Angelina 12.2, Cherokee 7.3, Gregg 19.4, Houston 3.6, Nacogdoches 9.9, Rusk 8.0, Sabine 2.0, San Augustine 1.5, Smith 28.1, Trinity 2.3, Wood 5.7. Tot. Hslds.: 287,200.

UTICA, N.Y.— Herkimer 23.8, Oneida (eastern portion) 55.1, Otsego 21.1. Tot. Hslds.: 104,900.

WACO-TEMPLE-BRYAN, TEX.— Bell 27.2, Brazos 17.6, Burleson 2.1, Coryell 7.0, Falls 2.5, Lampasas 2.1, Leon 2.0, Limestone 3.0, McLennan 28.0, Madison 1.3, Milam 3.4, Mills 0.7, Robertson 2.3, San Saba 0.8. Tot. Hslds.: 253,500.

WASHINGTON, D.C.— District of Columbia 13.6; MD.: Allegany 1.6, Calvert 1.0, Charles 1.9, Frederick 3.1, Montgomery 16.6, Prince George's 14.6, St. Mary's 1.5; PA.: Franklin 2.6; VA.: Alexandria city 3.0, Arlington 4.4, Clarke 0.2, Culpeper 0.6, Fairfax 17.0, Fairfax city 0.4, Falls Church city 0.2, Fauquier 1.0, Frederick 1.0, Fredericksburg city 0.5, King George 0.3, Loudoun 1.8, Madison 0.2, Manassas city 0.6, Manassas Park city 0.1, Prince William 4.1, Rappahannock 0.1, Shenandoah 0.7, Spotsylvania 1.1, Stafford 1.2, Warren 0.6, Westmoreland 0.3, Winchester city 0.5; W.VA.: Berkeley 1.3, Hampshire 0.4, Hardy 0.2, Jefferson 0.7, Mineral 0.6, Morgan 0.3. Tot. Hslds.: 1,794,800.

WATERTOWN-CARTHAGE, N.Y.— Jefferson 45.7, Lewis 11.0, St. Lawrence 43.3. Tot. Hslds.: 87,300.

WAUSAU-RHINELANDER, WISC.— Adams 3.7, Clark 6.9, Forest 2.0, Langlade 4.7, Lincoln 6.3, Marathon 25.8, Oneida 7.8, Portage 13.4, Price 3.7, Taylor 4.2, Vilas 4.5, Wood 17.0. Tot. Hslds.: 163,400.

WEST PALM BEACH-FT. PIERCE-VERO BEACH, FLA.— Indian River 7.3, Martin 8.3, Okeechobee 2.0, Palm Beach 71.2, St. Lucie 11.3. Tot. Hslds.: 561,800.

WHEELING-STEUBENVILLE, W.VA.— OHIO: Belmont 17.9, Carroll 6.3, Guernsey 9.6, Harrison 3.9, Jefferson 20.0, Monroe 3.7, Noble 2.7; W.VA.: Brooke 6.5, Marshall 9.1, Ohio 13.2, Tyler 2.4, Wetzel 4.7. Tot. Hslds.: 164,800.

WICHITA-HUTCHINSON, KANS.— Barber 0.5, Barton 2.6, Butler 4.5, Chase 0.3, Cheyenne 0.3, Clark 0.2, Comanche 0.2, Cowley 3.3, Decatur 0.4, Dickinson 1.8, Edwards 0.4, Elk 0.3, Ellis 2.4, Ellsworth 0.6, Finney 2.6, Ford 2.3, Gove 0.3, Graham 0.3, Grant 0.6, Gray 0.4, Greeley 0.2, Greenwood 0.7, Hamilton 0.2, Harper 0.7, Harvey 2.7, Haskell 0.3, Hodgeman 0.2, Kearny 0.3, Kingman 0.7, Kiowa 0.3, Lane 0.2, Lincoln 0.4, Logan 0.3, McPherson 2.4, Marion 1.2, Meade 0.4, Mitchell 0.7, Morton 0.3, Ness 0.4, Norton 0.5, Osborne 0.5, Ottawa 0.5, Pawnee 0.7, Pratt 0.9, Rawlins 0.3, Reno 5.6, Rice 3.9, Rooks 0.5, Rush 0.4, Russell 0.8, Saline 4.7, Scott 0.5, Sedgwick 37.7, Seward 1.6, Sheridan 0.3, Sherman 0.6, Stafford 0.5, Stanton 0.2, Stevens 0.4, Sumner 2.3, Thomas 0.7, Trego 0.4, Wallace 0.2, Wichita 0.2; NEB.: Dundy 0.3, Hitchcock 0.3; OKLA.: Beaver 0.5. Tot. Hslds.: 424,400.

WICHITA FALLS-LAWTON, TEX.— OKLA.: Comanche 24.0, Cotton 1.7, Jackson 6.6, Jefferson 1.8, Kiowa 2.9, Stephens 10.6, Tillman 2.5; TEX.: Archer 1.9, Baylor 1.2, Clay 2.4, Foard 0.4, Hardeman 1.3, Knox 1.2, Montague 4.3, Throckmorton 0.5, Wichita 29.7, Wilbarger 3.0, Young 4.4. Tot. Hslds.: 157,300.

WILKES BARRE-SCRANTON, PA.— Carbon 4.3, Clinton 2.6, Columbia 4.5, Lackawanna 16.0, Luzerne 24.3, Lycoming 8.6, Monroe 6.9, Montour 1.2, Northumberland 7.3, Schuylkill 11.4, Snyder 2.5, Sullivan 0.4, Susquehanna 2.9, Union 2.3, Wayne 2.9, Wyoming 2.0. Tot. Hslds.: 536,300.

WILMINGTON, N.C.— Bladen 7.5, Brunswick 14.3, Columbus 12.6, New Hanover 33.2, Pender 7.9, Robeson 24.7. Tot. Hslds.: 148,300.

YAKIMA-PASCO-RICHLAND-KENNEWICK, WASH.— ORE.: Morrow 1.6, Umatilla 12.8; WASH.: Benton 24.8, Franklin 7.1, Kittitas (eastern portion) 4.8, Walla Walla 10.2, Yakima 38.6. Tot. Hslds.: 173,400.

YOUNGSTOWN, OHIO— Columbiana 15.0, Mahoning 36.6, Trumbull 31.8; PA.: Mercer 16.6. Tot. Hslds.: 272,700.

ZANESVILLE, OHIO— Muskingum 100.0. Tot. Hslds.: 31,800.

Population

ADI	(Thous.)	Rank
New York, N.Y.	18,758.4	1
Los Angeles, Calif.	14,910.2	2
Chicago, Ill.	8,447.7	3
Philadelphia, Pa.	7,245.8	4
San Francisco–Oakland–San Jose, Calif.	6,115.4	5
Boston, Mass.	5,745.7	6
Washington, D.C.	4,852.3	7
Dallas–Ft. Worth, Tex.	4,769.6	8
Detroit, Mich.	4,689.5	9
Houston, Tex.	4,097.4	10
Atlanta, Ga.	3,933.2	11
Cleveland, Ohio	3,757.6	12
Minneapolis–St. Paul, Minn.	3,718.2	13
Seattle–Tacoma, Wash.	3,645.9	14
Miami–Ft. Lauderdale, Fla.	3,367.3	15
Sacramento–Stockton, Calif.	3,015.3	16
Tampa–St. Petersburg, Fla.	2,998.4	17
St. Louis, Mo.	2,946.1	18
Pittsburgh, Pa.	2,941.0	19
Phoenix, Ariz.	2,749.2	20
Denver, Colo.	2,626.5	21
Baltimore, Md.	2,612.2	22
San Diego, Calif.	2,604.4	23
Hartford–New Haven, Conn.	2,488.6	24
Orlando–Daytona Beach–Melbourne, Fla.	2,378.8	25
Portland, Ore.	2,342.8	26
Indianapolis, Ind.	2,328.7	27
Milwaukee, Wisc.	2,080.1	28
Cincinnati, Ohio	2,030.8	29
Kansas City, Mo.	2,008.3	30
Raleigh–Durham, N.C.	1,988.1	31
Charlotte, N.C.	1,985.0	32
Nashville, Tenn.	1,911.2	33
Salt Lake City, Utah	1,906.0	34
Columbus, Ohio	1,856.8	35
San Antonio–Victoria, Tex.	1,800.6	36
Greenville–Spartanburg–Asheville, S.C.–N.C.	1,729.2	37
Grand Rapids–Kalamazoo–Battle Creek, Mich.	1,726.9	38
Norfolk–Portsmouth–Newport News–Hampton, Va.	1,691.1	39
New Orleans, La.	1,676.0	40
Memphis, Tenn.	1,641.2	41
Buffalo, N.Y.	1,627.0	42
Providence–New Bedford, R.I.–Mass.	1,535.7	43
Harrisburg–York–Lancaster–Lebanon, Pa.	1,530.5	44
Oklahoma City, Okla.	1,471.9	45
Albuquerque, N.M.	1,468.3	46
Louisville, Ky.	1,445.0	47
Fresno–Visalia, Calif.	1,443.1	48
Wilkes-Barre–Scranton, Pa.	1,384.3	49
Birmingham, Ala.	1,382.4	50
Greensboro–Winston-Salem–High Point, N.C.	1,351.4	51
Dayton, Ohio	1,337.3	52
Albany–Schenectady–Troy, N.Y.	1,337.0	53
West Palm Beach–Ft. Pierce–Vero Beach, Fla.	1,320.6	54
Charleston–Huntington, W.Va.	1,264.0	55
Jacksonville, Fla.	1,263.6	56
Flint–Saginaw–Bay City, Mich.	1,236.8	57
Little Rock, Ark.	1,193.8	58
Richmond, Va.	1,163.5	59
Tulsa, Okla.	1,157.5	60
Mobile–Pensacola, Ala.–Fla.	1,122.4	61
Toledo, Ohio	1,103.8	62
Wichita–Hutchinson, Kans.	1,100.8	63
Knoxville, Tenn.	1,075.7	64
Syracuse, N.Y.	1,058.0	65
Green Bay–Appleton, Wisc.	1,031.7	66
Rochester, N.Y.	1,008.0	67
Roanoke–Lynchburg, Va.	1,006.5	68
Shreveport–Texarkana, La.–Tex.–Ark.	1,002.6	69
Austin, Tex.	982.3	70
Lexington, Ky.	973.1	71
Des Moines, Iowa	957.2	72
Omaha, Neb.	946.7	73
Springfield–Decatur–Champaign, Ill.	930.3	74
Portland–Poland Spring, Maine	898.7	75
Paducah–Cape Girardeau–Harrisburg–Marion, Ky.–Mo.–Ill.	854.9	76
Spokane, Wash.	838.7	77
Tucson, Ariz.	837.7	78
Springfield, Mo.	835.4	79
Las Vegas, Nev.	831.8	80
Columbia, S.C.	830.8	81
Jackson, Miss.	815.9	82
South Bend–Elkhart, Ind.	815.7	83
Cedar Rapids–Waterloo–Dubuque, Iowa	807.4	84
Huntsville–Decatur–Florence, Ala.	801.6	85
Davenport–Rock Island–Moline, Iowa–Ill.	781.8	86
Johnstown–Altoona, Pa.	764.8	87
Chattanooga, Tenn.	764.5	88
El Paso, Tex.	762.8	89
Burlington–Plattsburgh, Vt.–N.Y.	741.3	90
Bristol–Kingsport–Johnson City, Tenn.	738.1	91
McAllen–Brownsville, Tex.	733.7	92
Baton Rouge, La.	732.7	93
Madison, Wisc.	727.1	94
Youngstown, Ohio	717.3	95
Waco–Temple–Bryan, Tex.	716.3	96
Evansville, Ind.	687.4	97
Springfield, Mass.	678.9	98
Ft. Myers–Naples, Fla.	675.5	99
Savannah, Ga.	663.0	100
Colorado Springs–Pueblo, Colo.	649.4	101
Greenville–New Bern–Washington, N.C.	646.9	102
Charleston, S.C.	643.9	103
Salinas–Monterey, Calif.	640.4	104
Ft. Wayne, Ind.	639.5	105
Lansing, Mich.	633.5	106
Lincoln–Hastings–Kearney, Neb.	623.0	107
Santa Barbara–Santa Maria–San Luis Obispo, Calif.	603.7	108
Peoria–Bloomington, Ill.	587.8	109
Augusta, Ga.	584.2	110
Montgomery–Selma, Ala.	582.7	111
Sioux Falls–Mitchell, S.D.	576.8	112
Fargo, N.D.	571.2	113
Tyler–Longview–Jacksonville, Tex.	554.0	114
Tallahassee–Thomasville, Fla.–Ga.	541.8	115
Lafayette, La.	527.9	116
Macon, Ga.	509.6	117
Reno, Nev.	509.3	118
Corpus Christi, Tex.	507.3	119
Columbus, Ga.	504.8	120
Ft. Smith, Ark.	502.1	121
Bakersfield, Calif.	500.1	122
Traverse City–Cadillac, Mich.	486.3	123
Yakima–Pasco–Richland–Kennewick, Wash.	481.0	124
Monroe–El Dorado, La.–Ark.	478.3	125
Columbus–Tupelo, Miss.	474.5	126
La Crosse–Eau Claire, Wisc.	455.6	127
Amarillo, Tex.	447.4	128
Eugene, Ore.	444.5	129
Wausau–Rhinelander, Wisc.	441.8	130
Chico–Redding, Calif.	437.2	131
Boise, Ida.	432.2	132
Duluth–Superior, Minn.–Wisc.	431.8	133
Binghamton, N.Y.	425.7	134
Wichita Falls–Lawton, Tex.–Okla.	424.3	135
Florence–Myrtle Beach, S.C.	422.4	136
Beaumont–Port Arthur, Tex.	419.5	137
Topeka, Kans.	418.4	138
Rockford, Ill.	414.9	139
Sioux City, Iowa	412.3	140
Terre Haute, Ind.	411.2	141
Erie, Pa.	410.4	142
Wheeling–Steubenville, W.Va.–Ohio	399.6	143
Wilmington, N.C.	392.0	144
Odessa–Midland, Tex.	382.7	145
Lubbock, Tex.	378.9	146
Albany, Ga.	366.0	147
Minot–Bismarck–Dickinson–Glendive, N.D.–Mont.	365.4	148
Columbia–Jefferson City, Mo.	362.6	149
Bluefield–Beckley–Oak Hill, W.Va.	359.4	150
Medford, Ore.	356.6	151
Joplin–Pittsburg, Mo.–Kans.	353.2	152
Rochester–Mason City–Austin, Minn.–Iowa	349.9	153
Bangor, Maine	334.9	154
Idaho Falls–Pocatello, Ida.	327.4	155
Biloxi–Gulfport–Pascagoula, Miss.	302.2	156
Abilene–Sweetwater, Tex.	288.9	157
Sarasota, Fla.	287.8	158
Utica, N.Y.	284.0	159
Palm Springs, Calif.	277.4	160
Quincy–Hannibal, Ill.–Mo.	275.2	161
Clarksburg–Weston, W.Va.	266.7	162
Watertown–Carthage, N.Y.	257.6	163
Panama City, Fla.	257.3	164
Salisbury, Md.	253.2	165
Alexandria, La.	251.5	166
Laurel–Hattiesburg, Miss.	251.5	166
Dothan, Ala.	240.2	168
Rapid City, S.D.	238.3	169
Elmira, N.Y.	236.2	170
Gainesville, Fla.	234.5	171
Lake Charles, La.	232.1	172
Harrisonburg, Va.	229.7	173
El Centro–Yuma, Calif.–Ariz.	228.7	174
Billings–Hardin, Mont.	224.1	175
Greenwood–Greenville, Miss.	219.8	176
Jonesboro, Ark.	210.7	177
Missoula, Mont.	192.8	178
Ardmore–Ada, Okla.	184.3	179
Meridian, Miss.	180.4	180
Great Falls, Mont.	169.3	181
Jackson, Tenn.	161.3	182
Grand Junction–Durango, Colo.	159.2	183
Tuscaloosa, Ala.	153.4	184
Marquette, Mich.	151.6	185
Eureka, Calif.	149.4	186
Laredo, Tex.	149.0	187
Parkersburg, W.Va.	148.6	188
San Angelo, Tex.	135.8	189
Lafayette, Ind.	132.3	190
Butte, Mont.	127.9	191
Bowling Green, Ky.	122.8	192
Hagerstown, Md.	122.7	193
St. Joseph, Mo.	119.2	194
Anniston, Ala.	116.7	195
Lima, Ohio	110.6	196
Charlottesville, Va.	110.3	197
Cheyenne–Scottsbluff (Sterling), Wyo.–Neb.	109.9	198
Casper–Riverton, Wyo.	108.6	199
Flagstaff, Ariz.	100.9	200
Ottumwa–Kirksville, Iowa–Mo.	87.2	201
Presque Isle, Maine	86.2	202
Twin Falls, Ida.	84.2	203
Zanesville, Ohio	82.5	204
Mankato, Minn.	81.9	205
Bend, Ore.	78.0	206
Helena, Mont.	48.2	207
North Platte, Neb.	44.9	208
Alpena, Mich.	40.8	209

Households

ADI	(Thous.)	Rank
New York, N.Y.	6,827.0	1
Los Angeles, Calif.	4,996.8	2
Chicago, Ill.	3,037.3	3
Philadelphia, Pa.	2,664.4	4
San Francisco–Oakland–San Jose, Calif.	2,276.2	5
Boston, Mass.	2,141.9	6
Washington, D.C.	1,794.8	7
Dallas–Ft. Worth, Tex.	1,779.0	8
Detroit, Mich.	1,733.5	9
Houston, Tex.	1,464.1	10
Atlanta, Ga.	1,460.0	11
Cleveland, Ohio	1,427.6	12
Seattle–Tacoma, Wash.	1,418.5	13
Minneapolis–St. Paul, Minn.	1,394.9	14
Miami–Ft. Lauderdale, Fla.	1,291.6	15
Tampa–St. Petersburg, Fla.	1,247.4	16
Pittsburgh, Pa.	1,153.9	17
St. Louis, Mo.	1,112.3	18
Sacramento–Stockton, Calif.	1,080.1	19
Phoenix, Ariz.	1,037.3	20
Denver, Colo.	1,034.6	21
Baltimore, Md.	966.0	22
Hartford–New Haven, Conn.	935.8	23
Orlando–Daytona Beach–Melbourne, Fla.	933.5	24
San Diego, Calif.	920.6	25
Portland, Ore.	902.4	26
Indianapolis, Ind.	884.9	27
Milwaukee, Wisc.	773.6	28
Kansas City, Mo.	770.2	29
Cincinnati, Ohio	758.2	30
Charlotte, N.C.	752.4	31
Raleigh–Durham, N.C.	745.5	32
Nashville, Tenn.	723.2	33
Columbus, Ohio	698.1	34
Greenville–Spartanburg–Asheville, S.C.–N.C.	665.0	35
Grand Rapids–Kalamazoo–Battle Creek, Mich.	621.4	36
Buffalo, N.Y.	621.3	37
San Antonio–Victoria, Tex.	621.1	38
Norfolk–Portsmouth–Newport News–Hampton, Va.	604.4	39
New Orleans, La.	604.3	40
Salt Lake City, Utah	598.2	41
Memphis, Tenn.	594.7	42
Providence–New Bedford, R.I.–Mass.	575.4	43
Harrisburg–York–Lancaster–Lebanon, Pa.	572.1	44
Oklahoma City, Okla.	565.7	45
West Palm Beach–Ft. Pierce–Vero Beach, Fla.	551.6	46
Louisville, Ky.	546.4	47
Greensboro–Winston-Salem–High Point, N.C.	531.7	48
Wilkes-Barre–Scranton, Pa.	528.2	49
Albuquerque, N.M.	525.5	50
Birmingham, Ala.	523.2	51
Albany–Schenectady–Troy, N.Y.	510.8	52
Dayton, Ohio	505.2	53
Charleston–Huntington, W.Va.	475.2	54
Jacksonville, Fla.	471.9	55
Fresno–Visalia, Calif.	460.3	56
Flint–Saginaw–Bay City, Mich.	456.8	57
Little Rock, Ark.	453.3	58
Tulsa, Okla.	449.7	59
Richmond, Va.	440.8	60
Wichita–Hutchinson, Kans.	424.8	61
Knoxville, Tenn.	414.8	62
Mobile–Pensacola, Ala.–Fla.	411.8	63
Toledo, Ohio	407.0	64
Roanoke–Lynchburg, Va.	387.1	65
Syracuse, N.Y.	387.0	66
Green Bay–Appleton, Wisc.	385.2	67
Austin, Tex.	380.2	68
Rochester, N.Y.	376.8	69
Des Moines, Iowa	372.9	70
Shreveport–Texarkana, La.–Tex.–Ark.	371.0	71
Lexington, Ky.	363.7	72
Omaha, Neb.	358.8	73
Springfield–Decatur–Champaign, Ill.	356.3	74
Portland–Poland Spring, Maine	345.2	75
Paducah–Cape Girardeau–Harrisburg–Marion, Ky.–Mo.–Ill.	334.6	76
Springfield, Mo.	324.3	77
Spokane, Wash.	322.1	78
Las Vegas, Nev.	321.3	79
Tucson, Ariz.	320.7	80
Huntsville–Decatur–Florence, Ala.	306.5	81
Cedar Rapids–Waterloo–Dubuque, Iowa	303.2	82
Davenport–Rock Island–Moline, Iowa–Ill.	301.8	83
South Bend–Elkhart, Ind.	300.1	84
Columbia, S.C.	292.1	85
Chattanooga, Tenn.	290.9	86
Jackson, Miss.	288.9	87
Johnstown–Altoona, Pa.	286.1	88
Bristol–Kingsport–Johnson City, Tenn.	283.1	89
Ft. Myers–Naples, Fla.	279.6	90
Madison, Wisc.	278.3	91
Youngstown, Ohio	272.7	92
Burlington–Plattsburgh, Vt.–N.Y.	271.7	93
Evansville, Ind.	263.1	94
Baton Rouge, La.	254.0	95
Waco–Temple–Bryan, Tex.	253.5	96
Springfield, Mass.	250.4	97
Colorado Springs–Pueblo, Colo.	243.2	98
Lincoln–Hastings–Kearney, Neb.	243.2	98
Ft. Wayne, Ind.	235.9	100
Savannah, Ga.	234.8	101
El Paso, Tex.	233.8	102
Lansing, Mich.	229.1	103
Greenville–New Bern–Washington, N.C.	228.6	104
Charleston, S.C.	225.1	105
Peoria–Bloomington, Ill.	221.1	106
Sioux Falls–Mitchell, S.D.	218.9	107
Fargo, N.D.	215.9	108
Santa Barbara–Santa Maria–San Luis Obispo, Calif.	215.5	109
Salinas–Monterey, Calif.	212.4	110
Montgomery–Selma, Ala.	209.8	111
Augusta, Ga.	207.9	112
Tyler–Longview–Jacksonville, Tex.	207.2	113
McAllen–Brownsville, Tex.	199.7	114
Tallahassee–Thomasville, Fla.–Ga.	197.5	115
Reno, Nev.	196.8	116
Ft. Smith, Ark.	191.0	117
Lafayette, La.	185.3	118
Macon, Ga.	183.1	119
Traverse City–Cadillac, Mich.	182.9	120
Columbus, Ga.	182.1	121
Eugene, Ore.	173.7	122
Columbus–Tupelo, Miss.	173.4	123
Yakima–Pasco–Richland–Kennewick, Wash.	172.8	124
Corpus Christi, Tex.	171.7	125
Duluth–Superior, Minn.–Wisc.	170.7	126
Monroe–El Dorado, La.–Ark.	169.4	127
La Crosse–Eau Claire, Wisc.	168.6	128
Chico–Redding, Calif.	168.3	129
Amarillo, Tex.	168.0	130
Bakersfield, Calif.	166.2	131
Wausau–Rhinelander, Wisc.	163.4	132
Binghamton, N.Y.	160.5	133
Boise, Ida.	159.3	134
Rockford, Ill.	157.3	135
Wichita Falls–Lawton, Tex.–Okla.	157.3	135
Terre Haute, Ind.	157.2	137
Topeka, Kans.	156.5	138
Beaumont–Port Arthur, Tex.	155.5	139
Wheeling–Steubenville, W.Va.–Ohio	154.5	140
Sioux City, Iowa	154.3	141
Florence–Myrtle Beach, S.C.	153.6	142
Erie, Pa.	152.8	143
Wilmington, N.C.	148.3	144
Medford, Ore.	141.1	145
Joplin–Pittsburg, Mo.–Kans.	139.6	146
Bluefield–Beckley–Oak Hill, W.Va.	137.2	147
Minot–Bismarck–Dickinson–Glendive, N.D.–Mont.	136.6	148
Rochester–Mason City–Austin, Minn.–Iowa	136.1	149
Lubbock, Tex.	135.3	150
Columbia–Jefferson City, Mo.	134.4	151
Odessa–Midland, Tex.	134.3	152
Sarasota, Fla.	130.2	153
Albany, Ga.	129.5	154
Bangor, Maine	125.9	155
Abilene–Sweetwater, Tex.	108.4	156
Idaho Falls–Pocatello, Ida.	108.2	157
Biloxi–Gulfport–Pascagoula, Miss.	107.1	158
Quincy–Hannibal, Ill.–Mo.	105.2	159
Utica, N.Y.	104.5	160
Clarksburg–Weston, W.Va.	102.0	161
Panama City, Fla.	97.1	162
Salisbury, Md.	96.4	163
Palm Springs, Calif.	94.9	164
Gainesville, Fla.	91.3	165
Laurel–Hattiesburg, Miss.	90.7	166
Dothan, Ala.	89.7	167
Elmira, N.Y.	88.1	168
Watertown–Carthage, N.Y.	87.5	169
Rapid City, S.D.	87.4	170
Billings–Hardin, Mont.	85.7	171
Alexandria, La.	85.5	172
Harrisonburg, Va.	84.5	173
Jonesboro, Ark.	82.7	174
Lake Charles, La.	81.4	175
Missoula, Mont.	74.8	176
Greenwood–Greenville, Miss.	71.3	177
Ardmore–Ada, Okla.	71.1	178
El Centro–Yuma, Calif.–Ariz.	70.9	179
Meridian, Miss.	65.5	180
Great Falls, Mont.	63.5	181
Jackson, Tenn.	62.3	182
Grand Junction–Durango, Colo.	61.6	183
Parkersburg, W.Va.	57.7	184
Marquette, Mich.	56.9	185
Eureka, Calif.	56.7	186
Tuscaloosa, Ala.	56.4	187
Butte, Mont.	49.4	188
San Angelo, Tex.	49.4	188
Lafayette, Ind.	46.3	190
Bowling Green, Ky.	46.1	191
St. Joseph, Mo.	45.7	192
Hagerstown, Md.	45.2	193
Anniston, Ala.	43.1	194
Cheyenne–Scottsbluff (Sterling), Wyo.–Neb.	42.6	195
Charlottesville, Va.	41.4	196
Casper–Riverton, Wyo.	41.1	197
Lima, Ohio	39.5	198
Laredo, Tex.	38.8	199
Ottumwa–Kirksville, Iowa–Mo.	33.9	200
Presque Isle, Maine	31.2	201
Flagstaff, Ariz.	31.0	202
Zanesville, Ohio	31.0	202
Twin Falls, Ida.	30.9	204
Bend, Ore.	30.5	205
Mankato, Minn.	30.3	206
Helena, Mont.	19.0	207
North Platte, Neb.	17.7	208
Alpena, Mich.	16.1	209

Effective Buying Income (EBI)

ADI	($000)	Rank
New York, N.Y.	356,697,241	1
Los Angeles, Calif.	235,424,694	2
Chicago, Ill.	145,642,332	3
Philadelphia, Pa.	122,798,844	4
San Francisco–Oakland–San Jose, Calif.	115,711,319	5
Boston, Mass.	102,667,608	6
Washington, D.C.	93,460,749	7
Dallas–Ft. Worth, Tex.	76,854,959	8
Detroit, Mich.	73,930,911	9
Houston, Tex.	63,856,916	10
Seattle–Tacoma, Wash.	60,347,020	11
Atlanta, Ga.	58,900,116	12
Minneapolis–St. Paul, Minn.	55,240,216	13
Cleveland, Ohio	53,529,805	14
Miami–Ft. Lauderdale, Fla.	49,585,090	15
Hartford–New Haven, Conn.	45,346,645	16
St. Louis, Mo.	44,213,680	17
Sacramento–Stockton, Calif.	42,868,471	18
Denver, Colo.	42,207,980	19
Tampa–St. Petersburg, Fla.	41,114,509	20
Pittsburgh, Pa.	41,067,332	21
Baltimore, Md.	40,899,658	22
San Diego, Calif.	40,840,447	23
Phoenix, Ariz.	36,710,521	24
Portland, Ore.	33,521,985	25
Orlando–Daytona Beach–Melbourne, Fla.	33,325,089	26
Indianapolis, Ind.	33,018,758	27
Milwaukee, Wisc.	31,101,242	28
Kansas City, Mo.	30,564,352	29
Cincinnati, Ohio	29,554,868	30
Charlotte, N.C.	26,605,585	31
Columbus, Ohio	26,365,307	32
Raleigh–Durham, N.C.	26,254,511	33
Nashville, Tenn.	25,355,892	34
West Palm Beach–Ft. Pierce–Vero Beach, Fla.	23,799,268	35
Grand Rapids–Kalamazoo–Battle Creek, Mich.	23,270,113	36
Harrisburg–York–Lancaster–Lebanon, Pa.	23,144,886	37
Norfolk–Portsmouth–Newport News–Hampton, Va.	22,257,599	38
Salt Lake City, Utah	22,133,513	39
Providence–New Bedford, R.I.–Mass.	22,000,452	40
New Orleans, La.	21,348,668	41
San Antonio–Victoria, Tex.	21,329,881	42
Greenville–Spartanburg–Asheville, S.C.–N.C.	21,239,204	43
Buffalo, N.Y.	21,028,733	44
Albany–Schenectady–Troy, N.Y.	20,077,337	45
Memphis, Tenn.	19,508,381	46
Louisville, Ky.	18,994,670	47
Dayton, Ohio	18,939,935	48
Greensboro–Winston-Salem–High Point, N.C.	18,273,362	49
Oklahoma City, Okla.	17,905,422	50
Wilkes-Barre–Scranton, Pa.	17,619,085	51
Birmingham, Ala.	17,453,902	52
Albuquerque, N.M.	17,101,753	53
Richmond, Va.	16,957,731	54
Jacksonville, Fla.	16,666,495	55
Fresno–Visalia, Calif.	16,177,223	56
Flint–Saginaw–Bay City, Mich.	15,812,132	57
Rochester, N.Y.	15,453,199	58
Wichita–Hutchinson, Kans.	15,065,393	59
Toledo, Ohio	14,697,752	60
Austin, Tex.	14,683,405	61
Little Rock, Ark.	14,453,656	62
Syracuse, N.Y.	14,384,968	63
Tulsa, Okla.	14,026,073	64
Omaha, Neb.	13,709,233	65
Green Bay–Appleton, Wisc.	13,676,352	66
Des Moines, Iowa	13,596,179	67
Charleston–Huntington, W.Va.	13,398,522	68
Mobile–Pensacola, Ala.–Fla.	13,395,750	69
Springfield–Decatur–Champaign, Ill.	13,161,947	70
Knoxville, Tenn.	12,855,277	71
Portland–Poland Spring, Maine	12,813,373	72
Las Vegas, Nev.	12,215,345	73
Roanoke–Lynchburg, Va.	11,962,553	74
Lexington, Ky.	11,380,812	75
Shreveport–Texarkana, La.–Tex.–Ark.	11,334,824	76
Cedar Rapids–Waterloo–Dubuque, Iowa	11,048,250	77
Ft. Myers–Naples, Fla.	10,979,878	78
South Bend–Elkhart, Ind.	10,806,385	79
Madison, Wisc.	10,709,505	80
Davenport–Rock Island–Moline, Iowa–Ill.	10,598,113	81
Spokane, Wash.	10,495,397	82
Huntsville–Decatur–Florence, Ala.	10,428,174	83
Columbia, S.C.	9,995,739	84
Tucson, Ariz.	9,922,300	85
Springfield, Mass.	9,852,214	86
Burlington–Plattsburgh, Vt.–N.Y.	9,788,078	87
Salinas–Monterey, Calif.	9,733,359	88
Santa Barbara–Santa Maria–San Luis Obispo, Calif.	9,694,817	89
Paducah–Cape Girardeau–Harrisburg–Marion, Ky.–Mo.–Ill.	9,582,192	90
Springfield, Mo.	9,396,453	91
Baton Rouge, La.	9,223,490	92
Chattanooga, Tenn.	9,215,310	93
Jackson, Miss.	8,871,825	94
Johnstown–Altoona, Pa.	8,821,512	95
Lansing, Mich.	8,815,910	96
Youngstown, Ohio	8,775,225	97
Evansville, Ind.	8,648,994	98
Ft. Wayne, Ind.	8,613,032	99
Peoria–Bloomington, Ill.	8,597,452	100
Lincoln–Hastings–Kearney, Neb.	8,454,070	101
Waco–Temple–Bryan, Tex.	8,285,779	102
Colorado Springs–Pueblo, Colo.	8,167,999	103
Bristol–Kingsport–Johnson City, Tenn.	7,999,221	104
Reno, Nev.	7,798,566	105
Charleston, S.C.	7,633,198	106
Sioux Falls–Mitchell, S.D.	7,609,699	107
El Paso, Tex.	7,371,630	108
Savannah, Ga.	7,330,095	109
Greenville–New Bern–Washington, N.C.	7,261,026	110
Fargo, N.D.	6,925,878	111
Tyler–Longview–Jacksonville, Tex.	6,802,625	112
Augusta, Ga.	6,465,081	113
Montgomery–Selma, Ala.	6,447,481	114
Rockford, Ill.	6,228,310	115
Tallahassee–Thomasville, Fla.–Ga.	6,152,802	116
Bakersfield, Calif.	6,091,194	117
Ft. Smith, Ark.	5,878,072	118
Macon, Ga.	5,787,618	119
Boise, Ida.	5,786,354	120
Yakima–Pasco–Richland–Kennewick, Wash.	5,774,222	121
Corpus Christi, Tex.	5,738,731	122
Binghamton, N.Y.	5,636,943	123
Lafayette, La.	5,572,629	124
Traverse City–Cadillac, Mich.	5,493,658	125
Wausau–Rhinelander, Wisc.	5,493,005	126
La Crosse–Eau Claire, Wisc.	5,461,325	127
Eugene, Ore.	5,458,071	128
Amarillo, Tex.	5,417,875	129
Topeka, Kans.	5,415,269	130
Columbus, Ga.	5,403,335	131
McAllen–Brownsville, Tex.	5,363,973	132
Erie, Pa.	5,277,730	133
Chico–Redding, Calif.	5,196,073	134
Sioux City, Iowa	5,144,805	135
Beaumont–Port Arthur, Tex.	5,119,519	136
Sarasota, Fla.	5,059,593	137
Duluth–Superior, Minn.–Wisc.	5,049,006	138
Monroe–El Dorado, La.–Ark.	4,986,914	139
Terre Haute, Ind.	4,906,547	140
Columbus–Tupelo, Miss.	4,868,107	141
Wichita Falls–Lawton, Tex.–Okla.	4,789,869	142
Odessa–Midland, Tex.	4,718,158	143
Wheeling–Steubenville, W.Va.–Ohio	4,648,875	144
Florence–Myrtle Beach, S.C.	4,635,295	145
Rochester–Mason City–Austin, Minn.–Iowa	4,616,621	146
Columbia–Jefferson City, Mo.	4,582,343	147
Lubbock, Tex.	4,480,370	148
Wilmington, N.C.	4,436,924	149
Minot–Bismarck–Dickinson–Glendive, N.D.–Mont.	4,324,461	150
Medford, Ore.	4,292,245	151
Bangor, Maine	4,012,565	152
Palm Springs, Calif.	3,943,384	153
Joplin–Pittsburg, Mo.–Kans.	3,911,594	154
Idaho Falls–Pocatello, Ida.	3,851,026	155
Bluefield–Beckley–Oak Hill, W.Va.	3,586,789	156
Utica, N.Y.	3,535,230	157
Albany, Ga.	3,511,577	158
Abilene–Sweetwater, Tex.	3,295,046	159
Biloxi–Gulfport–Pascagoula, Miss.	3,290,386	160
Quincy–Hannibal, Ill.–Mo.	3,207,992	161
Salisbury, Md.	3,206,455	162
Rapid City, S.D.	3,141,082	163
Elmira, N.Y.	2,917,014	164
Panama City, Fla.	2,902,768	165
Billings–Hardin, Mont.	2,894,793	166
Harrisonburg, Va.	2,834,291	167
Watertown–Carthage, N.Y.	2,821,496	168
Lake Charles, La.	2,777,239	169
Gainesville, Fla.	2,727,482	170
Dothan, Ala.	2,721,315	171
Clarksburg–Weston, W.Va.	2,673,698	172
Missoula, Mont.	2,572,472	173
Alexandria, La.	2,546,304	174
Laurel–Hattiesburg, Miss.	2,470,727	175
Jonesboro, Ark.	2,220,267	176
El Centro–Yuma, Calif.–Ariz.	2,204,292	177
Great Falls, Mont.	2,073,766	178
Grand Junction–Durango, Colo.	2,001,871	179
Tuscaloosa, Ala.	1,866,330	180
Greenwood–Greenville, Miss.	1,852,571	181
Parkersburg, W.Va.	1,850,848	182
Jackson, Tenn.	1,838,817	183
Meridian, Miss.	1,812,683	184
Eureka, Calif.	1,790,877	185
Lafayette, Ind.	1,769,435	186
Ardmore–Ada, Okla.	1,739,637	187
Charlottesville, Va.	1,701,762	188
Marquette, Mich.	1,667,367	189
Butte, Mont.	1,657,242	190
San Angelo, Tex.	1,655,962	191
Hagerstown, Md.	1,518,759	192
Cheyenne–Scottsbluff (Sterling), Wyo.–Neb.	1,504,329	193
Casper–Riverton, Wyo.	1,428,820	194
Bowling Green, Ky.	1,382,054	195
St. Joseph, Mo.	1,379,695	196
Anniston, Ala.	1,324,133	197
Lima, Ohio	1,315,990	198
Bend, Ore.	1,094,277	199
Laredo, Tex.	1,090,481	200
Flagstaff, Ariz.	1,008,658	201
Twin Falls, Ida.	981,435	202
Mankato, Minn.	959,715	203
Ottumwa–Kirksville, Iowa–Mo.	950,043	204
Zanesville, Ohio	946,075	205
Presque Isle, Maine	929,374	206
Helena, Mont.	685,676	207
North Platte, Neb.	590,414	208
Alpena, Mich.	433,307	209

Retail Sales

ADI	($000)	Rank
New York, N.Y.	134,912,646	1
Los Angeles, Calif.	106,323,608	2
Chicago, Ill.	64,270,488	3
Philadelphia, Pa.	54,075,254	4
Boston, Mass.	51,193,482	5
San Francisco–Oakland–San Jose, Calif.	49,266,286	6
Dallas–Ft. Worth, Tex.	40,205,447	7
Washington, D.C.	36,549,551	8
Detroit, Mich.	35,468,168	9
Minneapolis–St. Paul, Minn.	29,768,599	10
Atlanta, Ga.	29,633,835	11
Houston, Tex.	29,537,468	12
Seattle–Tacoma, Wash.	28,737,330	13
Miami–Ft. Lauderdale, Fla.	28,536,227	14
Cleveland, Ohio	26,556,430	15
Tampa–St. Petersburg, Fla.	23,401,318	16
St. Louis, Mo.	20,757,549	17
Denver, Colo.	20,474,081	18
Phoenix, Ariz.	20,020,087	19
Sacramento–Stockton, Calif.	20,003,732	20
Orlando–Daytona Beach–Melbourne, Fla.	19,323,930	21
Hartford–New Haven, Conn.	18,903,930	22
San Diego, Calif.	18,711,578	23
Baltimore, Md.	18,710,589	24
Pittsburgh, Pa.	18,458,957	25
Portland, Ore.	17,917,750	26
Indianapolis, Ind.	17,461,526	27
Milwaukee, Wisc.	14,769,959	28
Kansas City, Mo.	14,730,593	29
Cincinnati, Ohio	14,242,326	30
Charlotte, N.C.	13,582,401	31
Raleigh–Durham, N.C.	13,320,330	32
Columbus, Ohio	13,212,605	33
Nashville, Tenn.	12,906,239	34
New Orleans, La.	12,434,211	35
San Antonio–Victoria, Tex.	12,283,741	36
Grand Rapids–Kalamazoo–Battle Creek, Mich.	11,828,241	37
Greenville–Spartanburg–Asheville, S.C.–N.C.	11,642,574	38
Harrisburg–York–Lancaster–Lebanon, Pa.	11,552,171	39
West Palm Beach–Ft. Pierce–Vero Beach, Fla.	11,530,956	40
Norfolk–Portsmouth–Newport News–Hampton, Va.	11,459,143	41
Providence–New Bedford, R.I.–Mass.	11,219,089	42
Salt Lake City, Utah	11,144,774	43
Buffalo, N.Y.	10,686,248	44
Albany–Schenectady–Troy, N.Y.	10,459,641	45
Memphis, Tenn.	9,980,511	46
Louisville, Ky.	9,852,899	47
Oklahoma City, Okla.	9,843,741	48
Greensboro–Winston-Salem–High Point, N.C.	9,823,926	49
Jacksonville, Fla.	9,753,562	50
Dayton, Ohio	9,202,605	51
Wilkes Barre–Scranton, Pa.	9,110,643	52
Albuquerque, N.M.	9,056,510	53
Birmingham, Ala.	8,941,524	54
Flint–Saginaw–Bay City, Mich.	8,611,969	55
Little Rock, Ark.	8,151,184	56
Richmond, Va.	8,035,757	57
Portland–Poland Spring, Maine	7,898,740	58
Fresno–Visalia, Calif.	7,790,150	59
Toledo, Ohio	7,647,256	60
Mobile–Pensacola, Ala.–Fla.	7,626,276	61
Tulsa, Okla.	7,597,521	62
Wichita–Hutchinson, Kans.	7,552,610	63
Rochester, N.Y.	7,440,110	64
Austin, Tex.	7,370,664	65
Knoxville, Tenn.	7,283,626	66
Charleston–Huntington, W.Va.	7,224,383	67
Syracuse, N.Y.	7,198,990	68
Green Bay–Appleton, Wisc.	7,129,637	69
Des Moines, Iowa	6,927,864	70
Springfield–Decatur–Champaign, Ill.	6,716,266	71
Roanoke–Lynchburg, Va.	6,576,223	72
Omaha, Neb.	6,573,397	73
Lexington, Ky.	6,282,420	74
Shreveport–Texarkana, La.–Tex.–Ark.	6,181,711	75
Madison, Wisc.	6,137,240	76
Las Vegas, Nev.	6,013,419	77
Spokane, Wash.	5,692,507	78
Columbia, S.C.	5,610,826	79
South Bend–Elkhart, Ind.	5,598,924	80
Burlington–Plattsburgh, Vt.–N.Y.	5,546,052	81
Ft. Myers–Naples, Fla.	5,543,474	82
Cedar Rapids–Waterloo–Dubuque, Iowa	5,542,249	83
Huntsville–Decatur–Florence, Ala.	5,506,492	84
Paducah–Cape Girardeau–Harrisburg–Marion, Ky.–Mo.–Ill.	5,460,916	85
Tucson, Ariz.	5,442,409	86
Davenport–Rock Island–Moline, Iowa–Ill.	5,388,432	87
Springfield, Mo.	5,286,195	88
Springfield, Mass.	5,060,134	89
Chattanooga, Tenn.	4,957,464	90
Youngstown, Ohio	4,905,252	91
Jackson, Miss.	4,855,494	92
Baton Rouge, La.	4,841,640	93
Johnstown–Altoona, Pa.	4,687,871	94
Lansing, Mich.	4,579,632	95
Evansville, Ind.	4,471,852	96
Salinas–Monterey, Calif.	4,396,937	97
Santa Barbara–Santa Maria–San Luis Obispo, Calif.	4,371,200	98
El Paso, Tex.	4,364,884	99
Ft. Wayne, Ind.	4,346,477	100
Waco–Temple–Bryan, Tex.	4,273,984	101
Peoria–Bloomington, Ill.	4,253,466	102
Charleston, S.C.	4,192,548	103
Colorado Springs–Pueblo, Colo.	4,181,095	104
Savannah, Ga.	4,139,494	105
Reno, Nev.	4,088,625	106
Tyler–Longview–Jacksonville, Tex.	4,062,808	107
Bristol–Kingsport–Johnson City, Tenn.	4,054,826	108
Fargo, N.D.	4,002,951	109
Lincoln–Hastings–Kearney, Neb.	3,938,373	110
Sioux Falls–Mitchell, S.D.	3,896,135	111
Greenville–New Bern–Washington, N.C.	3,819,265	112
Tallahassee–Thomasville, Fla.–Ga.	3,640,040	113
McAllen–Brownsville, Tex.	3,639,723	114
Augusta, Ga.	3,614,523	115
Traverse City–Cadillac, Mich.	3,501,517	116
Florence–Myrtle Beach, S.C.	3,451,721	117
Montgomery–Selma, Ala.	3,445,397	118
Eugene, Ore.	3,385,812	119
Ft. Smith, Ark.	3,358,634	120
Amarillo, Tex.	3,299,809	121
Corpus Christi, Tex.	3,203,097	122
Yakima–Pasco–Richland–Kennewick, Wash.	3,193,954	123
Macon, Ga.	3,188,494	124
Lafayette, La.	3,182,980	125
Monroe–El Dorado, La.–Ark.	3,085,550	126
Terre Haute, Ind.	3,074,045	127
Duluth–Superior, Minn.–Wisc.	3,055,568	128
Bakersfield, Calif.	3,031,448	129
Beaumont–Port Arthur, Tex.	3,021,477	130
La Crosse–Eau Claire, Wisc.	3,020,505	131
Wausau–Rhinelander, Wisc.	2,967,749	132
Sarasota, Fla.	2,952,140	133
Erie, Pa.	2,942,735	134
Rockford, Ill.	2,936,598	135
Columbus, Ga.	2,924,265	136
Binghamton, N.Y.	2,866,371	137
Medford, Ore.	2,849,087	138
Boise, Ida.	2,762,704	139
Lubbock, Tex.	2,757,478	140
Chico–Redding, Calif.	2,720,832	141
Topeka, Kans.	2,631,348	142
Wichita Falls–Lawton, Tex.–Okla.	2,621,610	143
Columbia–Jefferson City, Mo.	2,609,224	144
Rochester–Mason City–Austin, Minn.–Iowa	2,576,023	145
Sioux City, Iowa	2,543,212	146
Wilmington, N.C.	2,470,475	147
Odessa–Midland, Tex.	2,468,646	148
Bangor, Maine	2,384,579	149
Columbus–Tupelo, Miss.	2,378,514	150
Wheeling–Steubenville, W.Va.–Ohio	2,305,623	151
Minot–Bismarck–Dickinson–Glendive, N.D.–Mont.	2,298,044	152
Salisbury, Md.	2,284,443	153
Albany, Ga.	2,234,628	154
Joplin–Pittsburg, Mo.–Kans.	2,175,177	155
Bluefield–Beckley–Oak Hill, W.Va.	2,067,421	156
Idaho Falls–Pocatello, Ida.	1,900,127	157
Utica, N.Y.	1,894,000	158
Abilene–Sweetwater, Tex.	1,763,821	159
Panama City, Fla.	1,756,164	160
Gainesville, Fla.	1,743,315	161
Biloxi–Gulfport–Pascagoula, Miss.	1,705,428	162
Watertown–Carthage, N.Y.	1,631,628	163
Billings–Hardin, Mont.	1,628,708	164
Palm Springs, Calif.	1,628,078	165
Rapid City, S.D.	1,600,079	166
Dothan, Ala.	1,561,102	167
Quincy–Hannibal, Ill.–Mo.	1,502,541	168
Clarksburg–Weston, W.Va.	1,472,219	169
Harrisonburg, Va.	1,470,082	170
Lake Charles, La.	1,468,276	171
Elmira, N.Y.	1,462,644	172
Alexandria, La.	1,448,481	173
Missoula, Mont.	1,436,264	174
Laurel–Hattiesburg, Miss.	1,294,551	175
El Centro–Yuma, Calif.–Ariz.	1,292,952	176
Jonesboro, Ark.	1,265,834	177
Grand Junction–Durango, Colo.	1,101,709	178
Parkersburg, W.Va.	1,085,469	179
Jackson, Tenn.	1,072,256	180
Tuscaloosa, Ala.	1,051,403	181
Lafayette, Ind.	1,039,882	182
Great Falls, Mont.	1,039,017	183
Charlottesville, Va.	1,036,794	184
Greenwood–Greenville, Miss.	1,023,748	185
Lima, Ohio	984,011	186
Ardmore–Ada, Okla.	967,240	187
Meridian, Miss.	936,208	188
Laredo, Tex.	918,720	189
Bowling Green, Ky.	914,232	190
Eureka, Calif.	907,613	191
Marquette, Mich.	891,798	192
San Angelo, Tex.	882,050	193
Hagerstown, Md.	868,139	194
Butte, Mont.	854,098	195
Cheyenne–Scottsbluff (Sterling), Wyo.–Neb.	837,537	196
St. Joseph, Mo.	776,931	197
Flagstaff, Ariz.	735,680	198
Anniston, Ala.	734,327	199
Bend, Ore.	728,971	200
Casper–Riverton, Wyo.	701,318	201
Mankato, Minn.	665,598	202
Zanesville, Ohio	606,589	203
Presque Isle, Maine	567,066	204
Twin Falls, Ida.	554,946	205
Ottumwa–Kirksville, Iowa–Mo.	464,083	206
Helena, Mont.	362,700	207
North Platte, Neb.	320,583	208
Alpena, Mich.	268,277	209

Buying Power Index (BPI)

ADI	BPI	Rank
New York, N.Y.	8.4850	1
Los Angeles, Calif.	6.0869	2
Chicago, Ill.	3.6779	3
Philadelphia, Pa.	3.1081	4
San Francisco-Oakland-San Jose, Calif.	2.8452	5
Boston, Mass.	2.6728	6
Washington, D.C.	2.2378	7
Dallas-Ft. Worth, Tex.	2.0691	8
Detroit, Mich.	1.9454	9
Houston, Tex.	1.6656	10
Atlanta, Ga.	1.5880	11
Seattle-Tacoma, Wash.	1.5699	12
Minneapolis-St. Paul, Minn.	1.5244	13
Cleveland, Ohio	1.4517	14
Miami-Ft. Lauderdale, Fla.	1.4004	15
Tampa-St. Petersburg, Fla.	1.1731	16
St. Louis, Mo.	1.1671	17
Sacramento-Stockton, Calif.	1.1425	18
Hartford-New Haven, Conn.	1.1155	19
Denver, Colo.	1.1104	20
Pittsburgh, Pa.	1.0866	21
Baltimore, Md.	1.0627	22
San Diego, Calif.	1.0612	23
Phoenix, Ariz.	1.0389	24
Orlando-Daytona Beach-Melbourne, Fla.	.9525	25
Portland, Ore.	.9291	26
Indianapolis, Ind.	.9137	27
Milwaukee, Wisc.	.8244	28
Kansas City, Mo.	.8105	29
Cincinnati, Ohio	.7917	30
Charlotte, N.C.	.7371	31
Raleigh-Durham, N.C.	.7276	32
Columbus, Ohio	.7176	33
Nashville, Tenn.	.7033	34
Grand Rapids-Kalamazoo-Battle Creek, Mich.	.6427	35
Salt Lake City, Utah	.6304	36
San Antonio-Victoria, Tex.	.6301	37
New Orleans, La.	.6229	38
Harrisburg-York-Lancaster-Lebanon, Pa.	.6213	39
Norfolk-Portsmouth-Newport News-Hampton, Va.	.6204	40
West Palm Beach-Ft. Pierce-Vero Beach, Fla.	.6131	41
Greenville-Spartanburg-Asheville, S.C.-N.C.	.6129	42
Providence-New Bedford, R.I.-Mass.	.6009	43
Buffalo, N.Y.	.5865	44
Memphis, Tenn.	.5546	45
Albany-Schenectady-Troy, N.Y.	.5465	46
Louisville, Ky.	.5313	47
Oklahoma City, Okla.	.5181	48
Greensboro-Winston Salem-High Point, N.C.	.5135	49
Dayton, Ohio	.5112	50
Wilkes-Barre-Scranton, Pa.	.4948	51
Albuquerque, N.M.	.4944	52
Birmingham, Ala.	.4900	53
Jacksonville, Fla.	.4839	54
Fresno-Visalia, Calif.	.4590	55
Flint-Saginaw-Bay City, Mich.	.4515	56
Richmond, Va.	.4512	57
Little Rock, Ark.	.4219	58
Wichita-Hutchinson, Kans.	.4130	59
Toledo, Ohio	.4100	60
Rochester, N.Y.	.4093	61
Tulsa, Okla.	.4045	62
Charleston-Huntington, W.Va.	.3984	63
Austin, Tex.	.3956	64
Syracuse, N.Y.	.3946	65
Mobile-Pensacola, Ala.-Fla.	.3941	66
Green Bay-Appleton, Wisc.	.3816	67
Knoxville, Tenn.	.3771	68
Portland-Poland Spring, Maine	.3726	69
Des Moines, Iowa	.3721	70
Omaha, Neb.	.3669	71
Springfield-Decatur-Champaign, Ill.	.3607	72
Roanoke-Lynchburg, Va.	.3478	73
Shreveport-Texarkana, La.-Tex.-Ark.	.3334	74
Lexington, Ky.	.3326	75
Las Vegas, Nev.	.3284	76
Cedar Rapids-Waterloo-Dubuque, Iowa	.3026	77
Madison, Wisc.	.3022	78
South Bend-Elkhart, Ind.	.3018	79
Spokane, Wash.	.3009	80
Huntsville-Decatur-Florence, Ala.	.2939	81
Columbia, S.C.	.2923	82
Davenport-Rock Island-Moline, Iowa-Ill.	.2921	83
Ft. Myers-Naples, Fla.	.2917	84
Tucson, Ariz.	.2885	85
Paducah-Cape Girardeau-Harrisburg-Marion, Ky.-Mo.-Ill.	.2857	86
Burlington-Plattsburgh, Vt.-N.Y.	.2810	87
Springfield, Mo.	.2790	88
Springfield, Mass.	.2690	89
Chattanooga, Tenn.	.2652	90
Jackson, Miss.	.2637	91
Baton Rouge, La.	.2614	92
Johnstown-Altoona, Pa.	.2565	93
Youngstown, Ohio	.2550	94
Salinas-Monterey, Calif.	.2534	95
Santa Barbara-Santa Maria-San Luis Obispo, Calif.	.2496	96
Evansville, Ind.	.2440	97
Lansing, Mich.	.2438	98
Waco-Temple-Bryan, Tex.	.2378	99
Ft. Wayne, Ind.	.2371	100
Bristol-Kingsport-Johnson City, Tenn.	.2326	101
Peoria-Bloomington, Ill.	.2316	102
El Paso, Tex.	.2306	103
Colorado Springs-Pueblo, Colo.	.2293	104
Lincoln-Hastings-Kearney, Neb.	.2271	105
Charleston, S.C.	.2220	106
Savannah, Ga.	.2189	107
Reno, Nev.	.2123	108
Greenville-New Bern-Washington, N.C.	.2117	109
Sioux Falls-Mitchell, S.D.	.2116	110
Fargo, N.D.	.2035	111
Tyler-Longview-Jacksonville, Tex.	.2019	112
Augusta, Ga.	.1922	113
McAllen-Brownsville, Tex.	.1900	114
Montgomery-Selma, Ala.	.1889	115
Tallahassee-Thomasville, Fla.-Ga.	.1853	116
Ft. Smith, Ark.	.1741	117
Bakersfield, Calif.	.1710	118
Macon, Ga.	.1706	119
Traverse City-Cadillac, Mich.	.1700	120
Corpus Christi, Tex.	.1699	121
Lafayette, La.	.1686	122
Yakima-Pasco-Richland-Kennewick, Wash.	.1677	123
Rockford, Ill.	.1647	124
Eugene, Ore.	.1640	125
Amarillo, Tex.	.1625	126
Columbus, Ga.	.1602	127
La Crosse-Eau Claire, Wisc.	.1587	128
Boise, Ida.	.1577	129
Wausau-Rhinelander, Wisc.	.1577	129
Binghamton, N.Y.	.1563	131
Monroe-El Dorado, La.-Ark.	.1551	132
Florence-Myrtle Beach, S.C.	.1525	133
Duluth-Superior, Minn.-Wisc.	.1519	134
Erie, Pa.	.1518	135
Beaumont-Port Arthur, Tex.	.1514	136
Topeka, Kans.	.1491	137
Chico-Redding, Calif.	.1489	138
Terre Haute, Ind.	.1488	139
Sioux City, Iowa	.1431	140
Columbus-Tupelo, Miss.	.1417	141
Wichita Falls-Lawton, Tex.-Okla.	.1409	142
Sarasota, Fla.	.1391	143
Lubbock, Tex.	.1354	144
Odessa-Midland, Tex.	.1338	145
Columbia-Jefferson City, Mo.	.1327	146
Medford, Ore.	.1323	147
Rochester-Mason City-Austin, Minn.-Iowa	.1321	148
Wheeling-Steubenville, W.Va.-Ohio	.1317	149
Wilmington, N.C.	.1312	150
Minot-Bismarck-Dickinson-Glendive, N.D.-Mont.	.1245	151
Bangor, Maine	.1195	152
Joplin-Pittsburg, Mo.-Kans.	.1161	153
Albany, Ga.	.1126	154
Bluefield-Beckley-Oak Hill, W.Va.	.1106	155
Idaho Falls-Pocatello, Ida.	.1085	156
Palm Springs, Calif.	.1015	157
Utica, N.Y.	.1008	158
Salisbury, Md.	.1006	159
Abilene-Sweetwater, Tex.	.0961	160
Biloxi-Gulfport-Pascagoula, Miss.	.0961	160
Quincy-Hannibal, Ill.-Mo.	.0899	162
Panama City, Fla.	.0884	163
Rapid City, S.D.	.0876	164
Watertown-Carthage, N.Y.	.0850	165
Gainesville, Fla.	.0836	166
Billings-Hardin, Mont.	.0835	167
Elmira, N.Y.	.0820	168
Clarksburg-Weston, W.Va.	.0812	169
Dothan, Ala.	.0812	169
Harrisonburg, Va.	.0803	171
Lake Charles, La.	.0799	172
Alexandria, La.	.0779	173
Laurel-Hattiesburg, Miss.	.0744	174
Missoula, Mont.	.0735	175
El Centro-Yuma, Calif.-Ariz.	.0688	176
Jonesboro, Ark.	.0675	177
Greenwood-Greenville, Miss.	.0592	178
Great Falls, Mont.	.0586	179
Grand Junction-Durango, Colo.	.0574	180
Jackson, Tenn.	.0552	181
Tuscaloosa, Ala.	.0545	182
Parkersburg, W.Va.	.0543	183
Meridian, Miss.	.0540	184
Ardmore-Ada, Okla.	.0535	185
Lafayette, Ind.	.0513	186
Eureka, Calif.	.0507	187
Marquette, Mich.	.0488	188
Charlottesville, Va.	.0486	189
San Angelo, Tex.	.0476	190
Butte, Mont.	.0458	191
Hagerstown, Md.	.0444	192
Bowling Green, Ky.	.0432	193
Cheyenne-Scottsbluff (Sterling), Wyo.-Neb.	.0425	194
Lima, Ohio	.0425	194
Laredo, Tex.	.0415	196
St. Joseph, Mo.	.0408	197
Casper-Riverton, Wyo.	.0393	198
Anniston, Ala.	.0390	199
Flagstaff, Ariz.	.0337	200
Bend, Ore.	.0328	201
Mankato, Minn.	.0305	202
Zanesville, Ohio	.0291	203
Twin Falls, Ida.	.0290	204
Presque Isle, Maine	.0286	205
Ottumwa-Kirksville, Iowa-Mo.	.0273	206
Helena, Mont.	.0190	207
North Platte, Neb.	.0168	208
Alpena, Mich.	.0137	209

Media Market Profiles

S&MM ESTIMATES: 12/31/91

STATE S&MM/ARBITRON MEDIA MARKET (ADI)	POPULATION: Total Pop. (Thous.)	Households (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	Population by Age Group (Thous.): 2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	EFFECTIVE BUYING INCOME: Total EBI ($000)	RETAIL SALES: Total Retail Sales ($000)	BUYING POWER INDEX
ALABAMA													
ANNISTON	**116.7**	**43.1**	**22.0**	**1.3**	**15.9**	**10.4**	**14.4**	**17.8**	**24.4**	**30.6**	**1,324,133**	**734,327**	**.0390**
metropolitan	116.7	43.1	22.0	1.3	15.9	10.4	14.4	17.8	24.4	30.6	1,324,133	734,327	.0390
BIRMINGHAM	**1,382.4**	**523.2**	**330.1**	**5.1**	**197.2**	**119.5**	**131.6**	**214.6**	**295.6**	**383.3**	**17,453,902**	**8,941,524**	**.4900**
metropolitan	1,016.9	387.8	262.5	3.9	144.3	85.0	96.9	162.8	221.1	276.7	13,766,857	7,308,041	.3853
nonmetropolitan	365.5	135.4	67.6	1.2	52.9	34.5	34.7	51.8	74.5	106.6	3,687,045	1,633,483	.1047
DOTHAN	**240.2**	**89.7**	**49.8**	**2.5**	**35.8**	**22.1**	**23.7**	**37.4**	**49.5**	**64.3**	**2,721,315**	**1,561,102**	**.0812**
metropolitan	133.0	49.3	28.6	1.7	20.8	12.0	13.9	22.3	27.5	32.0	1,630,172	1,032,834	.0494
nonmetropolitan	107.2	40.4	21.2	.8	15.0	10.1	9.8	15.1	22.0	32.3	1,091,143	528,268	.0318
HUNTSVILLE-DECATUR-FLORENCE	**801.6**	**306.5**	**96.8**	**5.4**	**111.2**	**67.3**	**80.6**	**132.0**	**172.1**	**214.8**	**10,428,174**	**5,506,492**	**.2939**
metropolitan	482.3	185.1	77.0	4.1	67.1	38.8	50.3	83.6	104.1	123.7	6,933,686	3,591,271	.1903
nonmetropolitan	319.3	121.4	19.8	1.3	44.1	28.5	30.3	48.4	68.0	91.1	3,494,488	1,915,221	.1036
MOBILE-PENSACOLA	**1,122.4**	**411.8**	**246.3**	**15.6**	**171.0**	**99.6**	**113.7**	**182.2**	**233.0**	**286.3**	**13,395,750**	**7,626,276**	**.3941**
metropolitan	987.3	364.2	203.0	15.2	149.6	85.5	100.9	162.8	206.2	249.8	12,102,232	6,995,577	.3557
nonmetropolitan	135.1	47.6	43.3	.4	21.4	14.1	12.8	19.4	26.8	36.5	1,293,518	630,699	.0384
MONTGOMERY-SELMA	**582.7**	**209.8**	**241.3**	**2.5**	**90.0**	**55.6**	**61.9**	**86.5**	**115.3**	**154.4**	**6,447,381**	**3,445,397**	**.1889**
metropolitan	298.9	107.4	108.4	2.0	45.9	27.0	31.5	48.9	63.3	72.4	3,892,813	2,137,117	.1109
nonmetropolitan	283.8	102.4	132.9	.5	44.1	28.6	30.4	37.6	52.0	82.0	2,554,568	1,308,280	.0780
TUSCALOOSA	**153.4**	**56.4**	**40.0**	**.9**	**20.2**	**12.4**	**25.8**	**23.4**	**30.5**	**36.9**	**1,866,330**	**1,051,403**	**.0545**
metropolitan	153.4	56.4	40.0	.9	20.2	12.4	25.8	23.4	30.5	36.9	1,866,330	1,051,403	.0545
ARIZONA													
FLAGSTAFF	**100.9**	**31.0**	**1.5**	**10.0**	**18.0**	**9.8**	**16.4**	**16.7**	**20.7**	**15.3**	**1,008,658**	**735,680**	**.0337**
nonmetropolitan	100.9	31.0	1.5	10.0	18.0	9.8	16.4	16.7	20.7	15.3	1,008,658	735,680	.0337
PHOENIX	**2,749.2**	**1,037.3**	**89.8**	**447.0**	**419.8**	**218.7**	**271.4**	**466.5**	**566.0**	**710.5**	**36,710,521**	**20,020,087**	**1.0389**
metropolitan	2,246.7	855.9	83.6	373.6	340.2	174.9	232.7	400.9	470.3	548.1	31,582,310	17,370,113	.8868
nonmetropolitan	502.5	181.4	6.2	73.4	79.6	43.8	38.7	65.6	95.7	162.4	5,128,211	2,649,974	.1521
TUCSON	**837.7**	**320.7**	**29.0**	**224.0**	**124.6**	**67.2**	**92.6**	**136.1**	**170.9**	**218.2**	**9,922,300**	**5,442,409**	**.2885**
metropolitan	690.5	272.1	23.3	170.2	99.0	52.2	78.6	114.3	142.1	181.7	8,483,466	4,707,436	.2457
nonmetropolitan	147.2	48.6	5.7	53.8	25.6	15.0	14.0	21.8	28.8	36.5	1,438,834	734,973	.0428
ARKANSAS													
FT. SMITH	**502.1**	**191.0**	**10.4**	**6.3**	**73.6**	**43.5**	**50.5**	**75.5**	**108.6**	**140.6**	**5,878,072**	**3,358,634**	**.1741**
metropolitan	296.7	113.2	8.8	3.9	43.8	25.7	33.1	46.6	67.8	75.8	3,529,959	2,348,471	.1095
nonmetropolitan	205.4	77.8	1.6	2.4	29.8	17.8	17.4	28.9	40.8	64.8	2,348,113	1,010,163	.0646
JONESBORO	**210.7**	**82.7**	**7.1**	**1.0**	**28.2**	**18.0**	**20.9**	**28.9**	**41.6**	**67.3**	**2,220,267**	**1,265,834**	**.0675**
nonmetropolitan	210.7	82.7	7.1	1.0	28.2	18.0	20.9	28.9	41.6	67.3	2,220,267	1,265,834	.0675
LITTLE ROCK	**1,193.8**	**453.3**	**216.8**	**8.9**	**173.6**	**104.6**	**117.2**	**181.3**	**247.5**	**334.4**	**14,453,656**	**8,151,184**	**.4219**
metropolitan	607.1	228.8	141.7	4.5	91.5	53.3	62.7	101.7	131.4	147.3	8,121,296	4,730,665	.2345
nonmetropolitan	586.7	224.5	75.1	4.4	82.1	51.3	54.5	79.6	116.1	187.1	6,332,360	3,420,519	.1874
CALIFORNIA													
BAKERSFIELD	**300.1**	**166.2**	**30.3**	**142.9**	**93.2**	**44.6**	**48.6**	**88.0**	**100.1**	**104.5**	**6,091,194**	**3,031,448**	**.1710**
metropolitan	300.1	166.2	30.3	142.9	93.2	44.6	48.6	88.0	100.1	104.5	6,091,194	3,031,448	.1710
CHICO-REDDING	**437.2**	**168.3**	**4.3**	**32.3**	**66.2**	**34.5**	**43.9**	**61.0**	**90.8**	**127.4**	**5,196,073**	**2,720,832**	**.1489**
metropolitan	346.5	134.4	3.8	20.8	51.5	26.5	37.3	48.7	72.1	99.9	4,217,273	2,265,296	.1211
nonmetropolitan	90.7	33.9	.5	11.5	14.7	8.0	6.6	12.3	18.7	27.5	978,800	455,536	.0278
EL CENTRO-YUMA	**228.7**	**70.9**	**6.6**	**122.8**	**42.2**	**23.8**	**23.8**	**34.9**	**40.8**	**55.5**	**2,204,292**	**1,292,952**	**.0688**
metropolitan	112.1	36.9	3.5	45.5	18.9	10.5	12.5	17.4	19.4	29.4	1,121,330	706,799	.0355
nonmetropolitan	116.6	34.0	3.1	77.3	23.3	13.3	11.3	17.5	21.4	26.1	1,082,962	586,153	.0333

CAL. (cont.)

S&MM ESTIMATES: 12/31/91

STATE S&MM/ARBITRON MEDIA MARKET (ADI)	POPULATION Total Pop. (Thous.)	House-holds (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	Population by Age Group (Thous.) 2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES Total Retail Sales ($000)	BUYING POWER INDEX
EUREKA	**149.4**	**56.7**	**2.2**	**8.1**	**23.0**	**11.5**	**15.4**	**24.4**	**33.8**	**36.8**	**1,790,877**	**907,613**	**.0507**
nonmetropolitan	149.4	56.7	2.2	8.1	23.0	11.5	15.4	24.4	33.8	36.8	1,790,877	907,613	.0507
FRESNO-VISALIA	**1,443.1**	**460.3**	**65.7**	**520.0**	**270.0**	**135.8**	**151.7**	**236.5**	**281.1**	**308.4**	**16,177,223**	**7,790,150**	**.4590**
metropolitan	1,224.2	393.5	52.7	448.2	231.8	115.7	129.1	198.9	236.8	260.6	13,801,632	6,894,087	.3951
nonmetropolitan	218.9	66.8	13.0	71.8	38.2	20.1	22.6	37.6	44.3	47.8	2,375,591	896,063	.0639
LOS ANGELES	**14,910.2**	**4,996.8**	**1,315.9**	**5,062.3**	**2,267.6**	**1,190.9**	**1,731.7**	**2,816.0**	**3,161.3**	**3,169.8**	**215,424,694**	**106,525,608**	**6.0869**
metropolitan	14,891.7	4,989.1	1,315.8	5,060.7	2,265.0	1,189.5	1,730.7	2,813.6	3,157.1	3,163.5	215,167,274	106,367,623	6.0793
nonmetropolitan	18.5	7.7	.1	1.6	2.6	1.4	1.0	2.4	4.2	6.3	257,420	157,985	.0076
PALM SPRINGS	**277.4**	**94.9**	**16.1**	**75.2**	**46.7**	**22.2**	**26.4**	**48.4**	**54.1**	**68.5**	**3,943,384**	**1,628,078**	**.1015**
metropolitan	277.4	94.9	16.1	75.2	46.7	22.2	26.4	48.4	54.1	68.5	3,943,384	1,628,078	.1015
SACRAMENTO-STOCKTON	**3,015.3**	**1,080.1**	**190.4**	**459.4**	**488.0**	**241.3**	**294.8**	**519.6**	**662.4**	**702.5**	**42,868,471**	**20,003,732**	**1.1425**
metropolitan	2,771.6	987.0	185.6	439.8	454.2	223.1	278.9	486.9	604.8	623.0	39,383,865	18,719,950	1.0554
nonmetropolitan	243.7	93.1	4.8	19.6	33.8	18.2	15.9	32.7	57.6	79.5	3,484,606	1,283,782	.0871
SALINAS-MONTEREY	**640.4**	**212.4**	**28.1**	**192.5**	**98.3**	**49.3**	**78.3**	**115.9**	**141.2**	**133.7**	**9,733,359**	**4,396,937**	**.2534**
metropolitan	601.9	200.5	27.9	175.2	91.3	45.7	74.6	109.5	132.9	125.7	9,223,246	4,234,620	.2409
nonmetropolitan	38.5	11.9	.2	17.3	7.0	3.6	3.7	6.4	8.3	8.0	510,113	162,317	.0125
SAN DIEGO	**2,604.4**	**920.6**	**177.1**	**548.4**	**368.6**	**184.3**	**342.4**	**501.3**	**543.9**	**571.2**	**40,840,447**	**18,711,578**	**1.0612**
metropolitan	2,604.4	920.6	177.1	548.4	368.6	184.3	342.4	501.3	543.9	571.2	40,840,447	18,711,578	1.0612
SAN FRANCISCO-OAKLAND-SAN JOSE	**6,115.4**	**2,276.2**	**532.5**	**953.3**	**804.7**	**418.9**	**609.0**	**1,146.0**	**1,479.1**	**1,464.0**	**115,711,319**	**49,266,286**	**2.8452**
metropolitan	5,979.0	2,222.7	530.8	940.3	784.1	408.0	600.0	1,128.2	1,447.6	1,421.5	114,021,922	48,411,940	2.7977
nonmetropolitan	136.4	53.5	1.7	13.0	20.6	10.9	9.0	17.8	31.5	42.5	1,689,397	854,346	.0475
SANTA BARBARA-SANTA MARIA-SAN LUIS OBISPO	**603.7**	**215.5**	**17.9**	**134.9**	**80.3**	**40.1**	**85.3**	**103.3**	**125.3**	**150.7**	**9,694,817**	**4,371,200**	**.2496**
metropolitan	378.8	132.3	11.5	104.1	51.3	25.5	53.9	66.4	76.7	92.5	6,272,008	2,847,563	.1609
nonmetropolitan	224.9	83.2	6.4	30.8	29.0	14.6	31.4	36.9	48.6	58.2	3,422,809	1,523,637	.0887
COLORADO													
COLORADO SPRINGS-PUEBLO	**649.4**	**243.2**	**35.3**	**104.0**	**101.4**	**54.1**	**67.6**	**111.6**	**140.8**	**152.4**	**8,167,999**	**4,181,095**	**.2293**
metropolitan	539.0	201.7	33.7	80.1	85.1	44.4	59.8	96.3	118.2	116.5	7,069,996	3,707,334	.1983
nonmetropolitan	110.4	41.5	1.6	23.9	16.3	9.7	7.8	15.3	22.6	35.9	1,098,003	473,761	.0310
DENVER	**2,626.5**	**1,034.6**	**108.0**	**301.3**	**396.7**	**203.0**	**259.1**	**481.7**	**641.5**	**559.9**	**42,207,980**	**20,474,081**	**1.1104**
metropolitan	2,212.8	875.2	106.5	273.3	332.0	168.9	220.7	410.8	543.1	465.0	36,508,133	17,571,285	.9535
nonmetropolitan	413.7	159.4	1.5	28.0	64.7	34.1	38.4	70.9	98.4	94.9	5,699,847	2,902,796	.1569
GRAND JUNCTION-DURANGO	**159.2**	**61.6**	**.6**	**14.4**	**24.7**	**13.3**	**14.3**	**23.1**	**36.3**	**43.1**	**2,001,871**	**1,101,709**	**.0574**
nonmetropolitan	159.2	61.6	.6	14.4	24.7	13.3	14.3	23.1	36.3	43.1	2,001,871	1,101,709	.0574
CONNECTICUT													
HARTFORD-NEW HAVEN	**2,488.6**	**935.8**	**207.4**	**151.1**	**324.9**	**174.2**	**260.6**	**431.6**	**552.1**	**669.7**	**45,346,645**	**18,903,930**	**1.1155**
metropolitan	2,206.5	830.0	204.3	144.4	285.5	153.1	235.0	385.1	486.1	594.6	40,388,907	17,059,946	.9965
nonmetropolitan	282.1	105.8	3.1	6.7	39.4	21.1	25.6	46.5	66.0	75.1	4,957,738	1,843,984	.1190
DISTRICT OF COLUMBIA													
WASHINGTON	**4,852.3**	**1,794.8**	**1,148.1**	**253.6**	**658.5**	**354.6**	**514.6**	**923.8**	**1,190.4**	**1,053.6**	**93,460,749**	**36,549,551**	**2.2378**
metropolitan	4,156.7	1,541.6	1,092.4	246.2	556.8	298.5	446.1	808.5	1,036.2	876.1	83,895,167	32,404,503	1.9864
nonmetropolitan	695.6	253.2	55.7	7.4	101.7	56.1	68.5	115.3	154.2	177.5	9,565,582	4,145,048	.2514

S&MM ESTIMATES: 12/31/91

STATE S&MM/ARBITRON MEDIA MARKET (ADI)	POPULATION Total Pop. (Thous.)	Households (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	Population by Age Group (Thous.) 2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES Total Retail Sales ($000)	BUYING POWER INDEX
FLORIDA													
FT. MYERS-NAPLES	**675.5**	**279.6**	**41.2**	**49.9**	**75.3**	**40.3**	**47.5**	**89.4**	**120.3**	**285.4**	**10,979,878**	**5,543,474**	**.2917**
metropolitan	521.1	215.7	30.7	39.6	58.9	31.0	37.6	71.9	95.5	212.4	8,960,330	4,728,808	.2392
nonmetropolitan	154.4	63.9	10.5	10.3	16.4	9.3	9.9	17.5	24.8	73.0	2,019,548	814,666	.0525
GAINESVILLE	**234.5**	**91.3**	**40.5**	**7.8**	**30.6**	**15.9**	**43.8**	**38.8**	**46.6**	**52.1**	**2,727,482**	**1,743,315**	**.0856**
metropolitan	186.2	73.4	35.5	7.0	23.9	12.1	39.5	32.5	37.0	35.9	2,290,817	1,540,914	.0706
nonmetropolitan	48.3	17.9	5.0	.8	6.7	3.8	4.3	6.3	9.6	16.2	436,665	202,401	.0150
JACKSONVILLE	**1,263.6**	**471.9**	**253.0**	**29.1**	**190.4**	**102.4**	**128.0**	**221.0**	**272.5**	**307.0**	**16,666,495**	**9,753,562**	**.4839**
metropolitan	966.2	364.9	191.9	24.5	144.2	76.0	100.4	173.8	211.6	227.6	13,441,059	7,897,712	.3863
nonmetropolitan	297.4	107.0	61.1	4.6	46.2	26.4	27.6	47.2	60.9	79.4	3,225,436	1,855,850	.0976
MIAMI-FT. LAUDERDALE	**3,367.3**	**1,291.6**	**642.1**	**1,133.9**	**429.6**	**235.7**	**301.5**	**557.0**	**707.9**	**1,033.8**	**49,585,090**	**28,536,227**	**1.4004**
metropolitan	3,286.6	1,256.9	637.7	1,124.1	421.4	231.8	295.3	543.1	688.1	1,007.2	48,154,501	27,725,096	1.3615
nonmetropolitan	80.7	34.7	4.4	9.8	8.2	3.9	6.2	13.9	19.8	26.6	1,430,589	811,131	.0389
ORLANDO-DAYTONA BEACH-MELBOURNE	**2,378.8**	**933.5**	**256.2**	**155.1**	**306.1**	**167.2**	**229.1**	**395.1**	**481.9**	**729.9**	**33,325,089**	**19,323,930**	**.9525**
metropolitan	2,154.9	841.0	234.6	148.2	280.8	152.5	214.2	368.7	443.6	631.1	30,607,479	17,929,396	.8755
nonmetropolitan	223.9	92.5	21.6	6.9	25.3	14.7	14.9	26.4	38.3	98.8	2,717,610	1,394,534	.0770

NAPLES

The Fastest Growing Metropolitan Statistical Area in the U.S.A.

TOTAL POPULATION......................164,100
TOTAL HOUSEHOLDS......................66,300
AVERAGE INCOME PER HOUSEHOLD (after tax)............$51,161

SOURCE: © 1992 S&MM Survey of Buying Power © 1992 Bill Communications, Inc.

The ONLY paper that delivers the Naples/Collier County market...

DAILY	SUNDAY
48,207	62,326

SOURCE: ABC 6-month Publisher's Statement for period ending 3/31/92. Subject to audit.

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S&MM ESTIMATES: 12/31/91	POPULATION										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thous.)								
STATE S&MM/ARBITRON MEDIA MARKET (ADI)	Total Pop. (Thous.)	House-holds (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	BUYING POWER INDEX
PANAMA CITY	257.3	97.1	35.4	4.2	35.8	21.7	24.0	40.8	53.0	74.6	2,902,768	1,784,144	.0884
metropolitan	131.8	50.8	14.0	2.3	19.0	10.7	12.6	22.7	27.6	35.1	1,615,762	1,162,556	.0512
nonmetropolitan	125.5	46.3	21.4	1.9	16.8	11.0	11.4	18.1	25.4	39.5	1,287,006	993,608	.0372
SARASOTA	287.8	130.2	13.2	6.3	25.3	14.5	17.1	30.4	50.8	141.0	5,009,595	2,992,140	.1391
metropolitan	287.8	130.2	13.2	6.3	25.3	14.5	17.1	30.4	50.8	141.0	5,009,595	2,992,140	.1391
TALLAHASSEE-THOMASVILLE	541.8	197.5	166.0	10.8	80.1	46.7	74.9	84.6	111.4	125.3	6,152,802	3,640,040	.1853
metropolitan	241.8	91.2	72.4	6.1	33.1	18.1	43.7	41.1	51.6	47.1	3,168,921	1,850,854	.0920
nonmetropolitan	300.0	106.3	93.6	4.7	47.0	28.6	31.2	43.5	59.8	78.2	2,983,881	1,789,186	.0933
TAMPA-ST. PETERSBURG	2,998.4	1,247.4	278.7	189.6	352.5	196.0	243.4	437.8	578.2	1,109.8	41,114,309	23,401,318	1.1731
metropolitan	2,781.4	1,157.7	264.9	176.5	328.4	181.9	230.0	414.1	543.3	1,008.1	38,649,333	22,046,864	1.1006
nonmetropolitan	217.0	89.7	13.8	13.1	24.1	14.1	13.4	23.7	34.9	101.7	2,464,976	1,354,454	.0725
WEST PALM BEACH-FT. PIERCE-VERO BEACH	1,320.6	551.6	156.3	93.6	150.4	78.9	95.4	195.1	258.8	512.1	23,799,266	11,530,934	.6131
metropolitan	1,194.1	500.7	147.0	86.7	137.0	70.3	86.4	178.8	235.5	460.4	21,863,967	10,576,298	.5616
nonmetropolitan	126.5	50.9	9.3	6.9	13.4	8.6	9.0	16.3	23.3	51.7	1,935,299	954,636	.0515

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S&MM ESTIMATES: 12/31/91

STATE S&MM/ARBITRON MEDIA MARKET (ADI)	POPULATION Total Pop. (Thous.)	House-holds (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	Population by Age Group (Thous.) 2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES Total Retail Sales ($000)	BUYING POWER INDEX
GEORGIA													
ALBANY	**366.0**	**129.5**	**133.5**	**6.1**	**60.8**	**36.7**	**37.6**	**53.8**	**73.9**	**90.4**	**3,511,577**	**2,234,628**	**.1126**
metropolitan	111.7	39.1	52.2	.9	19.1	11.4	12.3	17.2	23.3	24.3	1,160,488	820,125	.0379
nonmetropolitan	254.3	90.4	81.3	5.2	41.7	25.3	25.3	36.6	50.6	66.1	2,351,089	1,414,503	.0747
ATLANTA	**3,933.2**	**1,460.0**	**938.4**	**75.8**	**574.8**	**319.7**	**429.6**	**730.9**	**930.4**	**817.5**	**58,900,116**	**29,633,835**	**1.5880**
metropolitan	3,141.9	1,170.2	822.4	65.4	460.4	251.1	346.0	609.5	764.6	604.3	50,183,357	25,141,531	1.3344
nonmetropolitan	791.3	289.8	116.0	10.4	114.4	68.6	83.6	121.4	165.8	213.2	8,716,759	4,492,304	.2536
AUGUSTA	**584.2**	**207.9**	**217.6**	**6.2**	**93.5**	**54.0**	**60.6**	**95.3**	**123.7**	**137.2**	**6,465,081**	**3,614,523**	**.1922**
metropolitan	404.1	145.4	126.1	5.6	64.1	35.8	42.9	69.2	88.4	89.8	4,886,002	2,929,097	.1456
nonmetropolitan	180.1	62.5	91.5	.6	29.4	18.2	17.7	26.1	35.3	47.4	1,579,079	685,426	.0466
COLUMBUS	**544.8**	**182.1**	**190.0**	**8.9**	**75.0**	**43.5**	**71.0**	**80.2**	**97.3**	**121.2**	**5,403,335**	**2,924,266**	**.1602**
metropolitan	246.7	87.7	94.7	7.7	37.9	20.7	32.1	43.1	47.6	56.5	2,754,110	1,686,634	.0841
nonmetropolitan	298.1	94.4	95.3	1.2	37.1	22.8	38.9	37.1	49.7	64.7	2,649,225	1,237,641	.0761
MACON	**509.6**	**183.1**	**182.5**	**4.2**	**78.0**	**45.6**	**52.4**	**82.6**	**106.5**	**128.0**	**5,787,618**	**3,188,494**	**.1706**
metropolitan	286.8	105.3	100.1	2.9	44.0	25.2	29.8	48.2	61.1	68.8	3,608,984	2,140,222	.1062
nonmetropolitan	222.8	77.8	82.4	1.3	34.0	20.4	22.6	34.4	45.4	59.2	2,178,634	1,048,272	.0644
SAVANNAH	**663.0**	**234.8**	**212.5**	**12.1**	**100.9**	**56.5**	**84.0**	**110.0**	**129.4**	**155.4**	**7,330,095**	**4,139,494**	**.2189**
metropolitan	247.5	91.5	87.8	3.0	35.1	20.6	26.2	41.6	50.9	61.5	3,062,604	1,912,718	.0920
nonmetropolitan	415.5	143.3	124.7	9.1	65.8	35.9	57.8	68.4	78.5	93.9	4,267,491	2,226,776	.1269
IDAHO													
BOISE	**432.2**	**159.3**	**2.2**	**30.2**	**72.5**	**40.0**	**38.9**	**67.7**	**95.2**	**103.5**	**5,786,354**	**2,762,704**	**.1577**
metropolitan	210.9	79.4	1.0	5.8	34.7	18.6	19.9	35.9	49.5	45.6	3,193,125	1,550,437	.0850
nonmetropolitan	221.3	79.9	1.2	24.4	37.8	21.4	19.0	31.8	45.7	57.9	2,593,229	1,212,267	.0727
IDAHO FALLS-POCATELLO	**327.4**	**108.2**	**1.1**	**21.6**	**65.3**	**37.3**	**32.6**	**46.7**	**64.0**	**69.4**	**3,851,026**	**1,900,127**	**.1085**
nonmetropolitan	327.4	108.2	1.1	21.6	65.3	37.3	32.6	46.7	64.0	69.4	3,851,026	1,900,127	.1085
TWIN FALLS	**84.2**	**30.9**	**.1**	**5.5**	**14.6**	**8.5**	**6.3**	**11.5**	**16.7**	**23.9**	**981,435**	**554,946**	**.0290**
nonmetropolitan	84.2	30.9	.1	5.5	14.6	8.5	6.3	11.5	16.7	23.9	981,435	554,946	.0290
ILLINOIS													
CHICAGO	**8,447.7**	**3,037.3**	**1,595.7**	**932.8**	**1,252.5**	**689.3**	**855.2**	**1,478.4**	**1,828.4**	**2,058.9**	**145,642,332**	**64,270,488**	**3.6779**
metropolitan	8,115.6	2,917.1	1,582.3	924.9	1,205.6	662.4	813.3	1,428.2	1,761.0	1,969.3	141,184,009	62,047,607	3.5553
nonmetropolitan	332.1	120.2	13.4	7.9	46.9	26.9	41.9	50.2	67.4	89.6	4,458,323	2,222,881	.1226
PEORIA-BLOOMINGTON	**587.8**	**221.1**	**34.9**	**6.8**	**84.1**	**49.5**	**67.3**	**87.2**	**122.6**	**160.4**	**8,597,452**	**4,253,466**	**.2316**
metropolitan	470.0	176.9	31.9	5.4	67.7	39.3	58.0	70.0	98.8	122.5	7,087,679	3,690,635	.1929
nonmetropolitan	117.8	44.2	3.0	1.4	16.4	10.2	9.3	17.2	23.8	37.9	1,509,773	562,831	.0387
QUINCY-HANNIBAL	**275.2**	**105.2**	**7.1**	**1.8**	**39.0**	**22.4**	**28.9**	**37.6**	**53.0**	**87.1**	**3,207,992**	**1,502,541**	**.0899**
nonmetropolitan	275.2	105.2	7.1	1.8	39.0	22.4	28.9	37.6	53.0	87.1	3,207,992	1,502,541	.0899
ROCKFORD	**414.9**	**157.3**	**28.6**	**12.7**	**62.3**	**34.8**	**36.5**	**66.5**	**89.8**	**111.8**	**6,228,310**	**2,936,598**	**.1647**
metropolitan	285.6	108.5	24.0	10.3	42.8	23.8	26.0	46.5	62.9	74.3	4,440,855	2,257,983	.1194
nonmetropolitan	129.3	48.8	4.6	2.4	19.5	11.0	10.5	20.0	26.9	37.5	1,787,455	678,615	.0453
SPRINGFIELD-DECATUR-CHAMPAIGN	**930.3**	**356.3**	**59.5**	**9.7**	**131.6**	**74.1**	**107.6**	**144.7**	**189.3**	**256.0**	**13,161,947**	**6,716,266**	**.3607**
metropolitan	480.4	186.9	46.3	5.5	67.0	36.5	63.9	79.7	100.2	118.6	7,285,082	3,848,436	.1989
nonmetropolitan	449.9	169.4	13.2	4.2	64.6	37.6	43.7	65.0	89.1	137.4	5,876,865	2,867,830	.1618
INDIANA													
EVANSVILLE	**687.4**	**263.1**	**28.9**	**2.9**	**100.7**	**59.5**	**61.7**	**106.2**	**144.5**	**195.2**	**8,648,994**	**4,471,852**	**.2440**
metropolitan	367.6	142.5	20.0	1.6	54.3	30.3	33.7	58.8	78.4	101.3	4,919,170	2,786,695	.1409
nonmetropolitan	319.8	120.6	8.9	1.3	46.4	29.2	28.0	47.4	66.1	93.9	3,729,824	1,685,157	.1031

IND. (cont.)

S&MM ESTIMATES: 12/31/91

STATE S&MM/ARBITRON MEDIA MARKET (ADI)	POPULATION Total Pop. (Thous.)	Households (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	Population by Age Group (Thous.) 2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES Total Retail Sales ($000)	BUYING POWER INDEX
FT. WAYNE	639.5	235.9	32.6	10.3	101.6	57.8	59.7	102.2	138.5	161.7	8,613,032	4,346,477	.2371
metropolitan	369.8	138.5	31.8	6.4	58.6	32.9	34.7	61.9	80.4	88.9	5,337,778	2,940,637	.1492
nonmetropolitan	269.7	97.4	.8	3.9	43.0	24.9	25.0 -	40.3	58.1	72.8	3,275,254	1,405,840	.0879
INDIANAPOLIS	2,328.7	684.9	211.9	20.7	334.8	194.1	230.6	386.4	498.6	592.5	33,018,758	17,461,536	.9137
metropolitan	1,729.2	460.8	201.6	15.7	249.5	139.5	195.2	298.5	371.3	420.8	25,717,740	14,278,606	.7163
nonmetropolitan	599.5	224.1	10.3	5.0	85.3	54.6	35.4	87.9	127.3	171.7	7,301,018	3,182,930	.1974
LAFAYETTE	132.3	46.3	2.8	2.2	16.1	8.5	33.2	30.8	23.9	26.1	1,769,455	1,099,883	.0513
metropolitan	132.3	46.3	2.8	2.2	16.1	8.5	33.2	30.8	23.9	26.1	1,769,455	1,099,883	.0513
SOUTH BEND-ELKHART	815.7	310.1	62.3	15.2	126.3	71.2	81.6	124.5	169.8	215.5	10,816,385	5,698,924	.3018
metropolitan	571.2	212.5	57.8	11.3	86.3	48.2	60.4	87.9	119.5	150.1	7,780,342	4,384,132	.2217
nonmetropolitan	244.5	97.6	4.5	3.9	40.0	23.0	21.2	36.6	50.3	65.4	3,036,043	1,314,792	.0801
TERRE HAUTE	411.2	157.2	7.8	2.7	57.8	34.1	41.4	58.3	81.4	127.1	4,906,547	3,074,045	.1488
metropolitan	130.0	48.8	6.6	1.1	17.4	10.0	16.9	19.3	25.6	37.3	1,592,090	1,588,002	.0579
nonmetropolitan	281.2	108.4	1.2	1.6	40.4	2[illegible]	24.5	39.0	55.8	89.8	3,314,457	1,486,043	.0909
IOWA													
CEDAR RAPIDS-WATERLOO-DUBUQUE	807.4	303.2	15.5	5.9	117.9	66.1	95.5	122.1	162.3	230.3	11,048,250	5,542,249	.3826
metropolitan	499.8	188.3	14.7	4.6	70.5	38.8	69.3	79.5	104.1	133.2	7,288,045	4,043,066	.2835
nonmetropolitan	307.6	114.9	.8	1.3	47.4	27.3	26.2	42.6	58.2	97.1	3,760,205	1,499,183	.0991
DAVENPORT-ROCK ISLAND-MOLINE	751.8	301.8	26.7	28.4	117.8	68.4	64.7	113.8	165.2	228.2	10,598,113	4,888,430	.2891
metropolitan	346.5	134.8	19.7	15.2	53.7	29.9	31.4	52.2	74.8	94.9	4,883,743	2,812,347	.1389
nonmetropolitan	405.3	167.0	7.0	13.2	64.1	38.5	33.3	61.6	90.4	133.3	5,714,370	2,076,083	.1502
DES MOINES	907.2	372.9	18.9	10.5	137.5	75.6	98.5	146.3	195.4	276.2	13,596,179	5,927,864	.3721
metropolitan	401.3	156.4	15.4	6.9	59.4	30.9	41.1	70.3	88.6	98.1	6,466,837	3,611,768	.1778
nonmetropolitan	505.9	216.5	3.5	3.6	78.1	44.7	57.4	76.0	106.8	178.1	7,129,342	2,316,096	.1943
OTTUMWA-KIRKSVILLE	87.2	33.9	.7	.5	11.5	6.8	10.6	11.2	17.3	27.4	990,040	464,080	.0373
nonmetropolitan	87.2	33.9	.7	.5	11.5	6.8	10.6	11.2	17.3	27.4	990,040	464,080	.0373
SIOUX CITY	412.3	151.3	2.8	5.6	66.3	36.3	37.7	57.5	77.4	126.5	5,144,805	2,548,212	.1431
metropolitan	115.7	40.2	2.1	4.0	19.0	10.3	10.6	17.6	23.0	31.4	1,537,900	910,208	.0446
nonmetropolitan	296.6	111.1	.7	1.6	47.3	26.0	27.1	39.9	54.4	95.1	3,606,905	1,638,004	.0985

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S&MM ESTIMATES: 12/31/91

STATE S&MM/ARBITRON MEDIA MARKET (ADI)	POPULATION										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thous.)								
	Total Pop. (Thous.)	House-holds (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	BUYING POWER INDEX
KANSAS													
TOPEKA	**418.4**	**156.5**	**29.8**	**16.1**	**63.8**	**32.4**	**55.0**	**67.4**	**81.0**	**105.4**	**5,415,269**	**2,631,348**	**.1491**
metropolitan	163.3	64.8	14.0	8.0	24.4	13.1	14.5	26.7	35.7	43.9	2,498,089	1,337,811	.0685
nonmetropolitan	255.1	91.7	15.8	8.1	39.4	19.3	40.5	40.7	45.3	61.5	2,917,180	1,293,537	.0806
WICHITA-HUTCHINSON	**1,100.8**	**424.8**	**47.7**	**54.3**	**176.3**	**91.8**	**94.7**	**174.1**	**220.3**	**307.8**	**15,065,393**	**7,552,510**	**.4130**
metropolitan	464.4	179.0	38.0	19.1	75.8	37.8	43.0	82.0	97.1	112.0	7,104,068	3,570,275	.1907
nonmetropolitan	636.4	245.8	9.7	35.2	100.5	54.0	51.7	92.1	123.2	195.8	7,961,325	3,982,235	.2223
KENTUCKY													
BOWLING GREEN	**122.8**	**46.1**	**7.2**	**.6**	**16.8**	**10.5**	**16.0**	**18.4**	**25.8**	**32.0**	**1,382,054**	**914,232**	**.0432**
nonmetropolitan	122.8	46.1	7.2	.6	16.8	10.5	16.0	18.4	25.8	32.0	1,382,054	914,232	.0432
LEXINGTON	**973.1**	**363.7**	**53.9**	**4.8**	**135.4**	**84.6**	**114.9**	**157.7**	**209.3**	**244.0**	**11,380,812**	**6,282,420**	**.3326**
metropolitan	355.6	136.9	37.9	3.3	47.9	27.2	45.3	65.1	79.3	80.2	5,326,049	3,044,807	.1497
nonmetropolitan	617.5	226.8	16.0	1.5	87.5	57.4	69.6	92.6	130.0	163.8	6,054,763	3,237,613	.1829
LOUISVILLE	**1,445.0**	**546.4**	**148.4**	**10.0**	**209.1**	**125.0**	**138.0**	**236.2**	**314.9**	**379.4**	**18,994,670**	**9,852,899**	**.5313**
metropolitan	956.6	369.5	126.3	5.7	135.2	80.2	87.8	158.5	214.2	253.0	13,623,424	7,310,164	.3783
nonmetropolitan	488.4	176.9	22.1	4.3	73.9	44.8	50.2	77.7	100.7	126.4	5,371,246	2,542,735	.1530
PADUCAH-CAPE GIRARDEAU-HARRISBURG-MARION	**854.9**	**334.6**	**55.3**	**5.0**	**114.1**	**70.8**	**91.7**	**120.5**	**171.2**	**264.2**	**9,582,192**	**5,460,916**	**.2857**
nonmetropolitan	854.9	334.6	55.3	5.0	114.1	70.8	91.7	120.5	171.2	264.2	9,582,192	5,460,916	.2857
LOUISIANA													
ALEXANDRIA	**251.5**	**85.5**	**64.0**	**5.8**	**42.4**	**22.6**	**31.4**	**41.5**	**46.7**	**57.7**	**2,546,304**	**1,448,481**	**.0779**
metropolitan	132.0	46.0	37.3	1.5	22.1	12.3	13.0	21.1	26.1	33.1	1,501,407	1,029,500	.0475
nonmetropolitan	119.5	39.5	26.7	4.3	20.3	10.3	18.4	20.4	20.6	24.6	1,044,897	418,981	.0304
BATON ROUGE	**732.7**	**254.0**	**244.0**	**9.7**	**123.3**	**67.2**	**85.3**	**123.3**	**154.5**	**154.5**	**9,223,490**	**4,841,640**	**.2614**
metropolitan	533.0	190.3	160.2	7.2	88.4	48.0	66.0	90.2	114.5	108.0	7,399,684	4,149,244	.2099
nonmetropolitan	199.7	63.7	83.8	2.5	34.9	19.2	19.3	33.1	40.0	46.5	1,823,806	692,396	.0515
LAFAYETTE	**527.9**	**185.3**	**137.6**	**5.7**	**95.2**	**50.4**	**53.0**	**85.6**	**102.1**	**122.7**	**5,572,629**	**3,182,980**	**.1688**
metropolitan	209.9	75.6	52.5	2.8	36.7	18.7	23.9	37.7	42.9	42.3	2,570,361	1,667,771	.0785
nonmetropolitan	318.0	109.7	85.1	2.9	58.5	31.7	29.1	47.9	59.2	80.4	3,002,268	1,515,209	.0903
LAKE CHARLES	**232.1**	**81.4**	**49.2**	**3.1**	**38.9**	**21.8**	**22.2**	**37.0**	**47.4**	**57.1**	**2,777,239**	**1,468,276**	**.0799**
metropolitan	170.1	60.8	39.4	1.8	28.8	15.7	16.6	27.0	34.9	41.5	2,141,451	1,189,504	.0618
nonmetropolitan	62.0	20.6	9.8	1.3	10.1	6.1	5.6	10.0	12.5	15.6	635,788	278,772	.0181
MONROE-EL DORADO	**478.3**	**169.4**	**158.4**	**3.4**	**78.0**	**46.4**	**53.9**	**67.1**	**89.7**	**128.0**	**4,986,914**	**3,085,550**	**.1551**
metropolitan	142.8	50.4	44.9	1.2	23.7	13.8	17.3	21.7	27.6	33.9	1,653,724	1,276,580	.0544
nonmetropolitan	335.5	119.0	113.5	2.2	54.3	32.6	36.6	45.4	62.1	94.1	3,333,190	1,808,970	.1007
NEW ORLEANS	**1,676.0**	**604.3**	**530.6**	**58.1**	**273.6**	**153.6**	**168.5**	**276.0**	**356.2**	**392.4**	**21,348,668**	**12,434,211**	**.6229**
metropolitan	1,460.0	530.1	470.3	56.0	236.7	132.1	146.0	243.6	313.2	339.6	19,206,048	11,132,238	.5557
nonmetropolitan	216.0	74.2	60.3	2.1	36.9	21.5	22.5	32.4	43.0	52.8	2,142,620	1,301,973	.0672
SHREVEPORT-TEXARKANA	**1,002.6**	**371.0**	**285.8**	**17.7**	**159.3**	**92.7**	**91.0**	**145.1**	**198.8**	**284.0**	**11,334,824**	**6,181,711**	**.3334**
metropolitan	515.5	190.9	161.6	7.2	83.3	47.6	47.5	79.2	106.1	134.9	6,419,744	3,766,971	.1889
nonmetropolitan	487.1	180.1	124.2	10.5	76.0	45.1	43.5	65.9	92.7	149.1	4,915,080	2,414,740	.1445
MAINE													
BANGOR	**334.9**	**125.9**	**.9**	**1.6**	**47.8**	**28.1**	**34.4**	**51.2**	**73.3**	**90.8**	**4,012,565**	**2,384,579**	**.1195**
metropolitan	148.6	54.8	.6	.7	20.4	11.9	19.1	23.8	32.1	37.2	1,890,233	1,271,553	.0580
nonmetropolitan	186.3	71.1	.3	.9	27.4	16.2	15.3	27.4	41.2	53.6	2,122,332	1,113,026	.0615

MAINE (cont.)

S&MM ESTIMATES: 12/31/91	**POPULATION**										**EFFECTIVE BUYING INCOME**	**RETAIL SALES**	
					Population by Age Group (Thous.)								
STATE S&MM/ARBITRON MEDIA MARKET (ADI)	Total Pop. (Thous.)	Households (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	**BUYING POWER INDEX**
PORTLAND-POLAND SPRING	**898.7**	**345.2**	**3.9**	**5.2**	**128.6**	**71.1**	**82.8**	**146.9**	**200.9**	**241.9**	**12,813,373**	**7,898,740**	**.3726**
metropolitan	354.4	137.1	2.2	2.4	49.1	26.5	37.1	61.0	78.1	92.0	5,381,673	3,861,174	.1637
nonmetropolitan	544.3	208.1	1.7	2.8	79.5	44.6	45.7	85.9	122.8	149.9	7,431,700	4,037,566	.2089
PRESQUE ISLE	**86.2**	**31.2**	**1.0**	**.5**	**12.3**	**7.5**	**8.4**	**14.2**	**18.4**	**22.9**	**929,374**	**567,046**	**.0286**
nonmetropolitan	86.2	31.2	1.0	.5	12.3	7.5	8.4	14.2	18.4	22.9	929,374	567,046	.0286
MARYLAND													
BALTIMORE	**2,612.2**	**966.0**	**656.5**	**33.2**	**365.2**	**187.1**	**259.9**	**463.8**	**594.2**	**657.4**	**40,899,658**	**18,710,589**	**1.0627**
metropolitan	2,505.1	924.1	634.6	32.1	351.1	179.7	250.7	448.0	571.9	622.3	39,388,374	17,954,615	1.0216
nonmetropolitan	107.1	41.9	21.9	1.1	14.1	7.4	9.2	15.8	22.3	35.1	1,511,284	755,974	.0411
HAGERSTOWN	**122.7**	**45.2**	**7.8**	**.9**	**16.0**	**8.6**	**12.6**	**21.0**	**26.5**	**34.5**	**1,518,759**	**868,139**	**.0444**
metropolitan	122.7	45.2	7.8	.9	16.0	8.6	12.6	21.0	26.5	34.5	1,518,759	868,139	.0444
SALISBURY	**253.2**	**96.4**	**53.2**	**2.8**	**34.1**	**18.5**	**24.4**	**39.5**	**52.5**	**76.9**	**3,206,455**	**2,284,443**	**.1006**
nonmetropolitan	253.2	96.4	53.2	2.8	34.1	18.5	24.4	39.5	52.5	76.9	3,206,455	2,284,443	.1006
MASSACHUSETTS													
BOSTON	**5,745.7**	**2,141.9**	**295.4**	**249.1**	**743.2**	**397.3**	**639.2**	**1,041.7**	**1,267.3**	**1,480.0**	**102,667,608**	**51,193,482**	**2.6728**
metropolitan	5,219.7	1,935.5	291.2	244.7	670.8	360.0	594.8	959.7	1,149.8	1,323.0	94,320,823	45,615,516	2.4275
nonmetropolitan	526.0	206.4	4.2	4.4	72.4	37.3	44.4	82.0	117.5	157.0	8,346,785	5,577,966	.2453
SPRINGFIELD	**678.9**	**250.4**	**42.1**	**54.3**	**92.9**	**49.3**	**86.6**	**107.9**	**142.2**	**179.8**	**9,852,214**	**5,060,134**	**.2690**
metropolitan	607.6	222.2	41.6	53.3	82.7	44.0	80.4	96.6	124.9	160.9	8,822,142	4,581,446	.2417
nonmetropolitan	71.3	28.2	.5	1.0	10.2	5.3	6.2	11.3	17.3	18.9	1,030,072	478,688	.0273
MICHIGAN													
ALPENA	**40.8**	**16.1**	**.1**	**.2**	**5.7**	**3.5**	**3.0**	**5.6**	**8.0**	**14.0**	**453,307**	**268,277**	**.0137**
nonmetropolitan	40.8	16.1	.1	.2	5.7	3.5	3.0	5.6	8.0	14.0	453,307	268,277	.0137
DETROIT	**4,689.5**	**1,733.5**	**996.0**	**92.0**	**677.1**	**388.0**	**476.5**	**796.8**	**1,036.7**	**1,159.2**	**73,930,911**	**35,468,168**	**1.9454**
metropolitan	4,689.5	1,733.5	996.0	92.0	677.1	388.0	476.5	796.8	1,036.7	1,159.2	73,930,911	35,468,168	1.9454
FLINT-SAGINAW-BAY CITY	**1,236.8**	**456.8**	**128.5**	**33.3**	**190.1**	**112.3**	**126.3**	**190.4**	**261.2**	**317.0**	**15,812,132**	**8,611,969**	**.4515**
metropolitan	827.2	309.3	126.1	26.7	127.8	75.9	80.3	131.1	180.6	204.2	11,301,287	6,332,254	.3212
nonmetropolitan	409.6	147.5	2.4	6.6	62.3	36.4	46.0	59.3	80.6	112.8	4,510,845	2,279,715	.1303
GRAND RAPIDS-KALAMAZOO-BATTLE CREEK	**1,726.9**	**621.4**	**116.8**	**46.2**	**279.1**	**146.9**	**180.0**	**285.7**	**363.2**	**412.5**	**23,270,113**	**11,828,241**	**.6427**
metropolitan	1,232.2	447.1	103.0	34.5	197.2	101.4	136.7	208.2	258.6	286.8	17,443,514	9,458,830	.4867
nonmetropolitan	494.7	174.3	13.8	11.7	81.9	45.5	43.3	77.5	104.6	125.7	5,826,599	2,369,411	.1560
LANSING	**633.5**	**229.1**	**46.2**	**20.2**	**93.8**	**51.8**	**86.0**	**105.3**	**138.1**	**138.9**	**8,815,910**	**4,579,632**	**.2438**
metropolitan	589.5	213.2	46.1	19.8	86.8	47.7	81.7	98.9	129.1	127.2	8,296,065	4,365,018	.2297
nonmetropolitan	44.0	15.9	.1	.4	7.0	4.1	4.3	6.4	9.0	11.7	519,845	214,614	.0141
MARQUETTE	**151.6**	**56.9**	**1.7**	**.9**	**21.3**	**12.2**	**19.2**	**21.5**	**30.0**	**43.3**	**1,667,367**	**891,798**	**.0488**
nonmetropolitan	151.6	56.9	1.7	.9	21.3	12.2	19.2	21.5	30.0	43.3	1,667,367	891,798	.0488
TRAVERSE CITY-CADILLAC	**486.3**	**182.9**	**6.0**	**3.8**	**72.4**	**40.3**	**45.0**	**70.0**	**98.3**	**146.2**	**5,493,658**	**3,501,517**	**.1700**
nonmetropolitan	486.3	182.9	6.0	3.8	72.4	40.3	45.0	70.0	98.3	146.2	5,493,658	3,501,517	.1700
MINNESOTA													
DULUTH-SUPERIOR	**431.8**	**170.7**	**1.8**	**2.1**	**62.1**	**36.5**	**35.9**	**58.6**	**90.7**	**137.0**	**5,049,006**	**3,055,568**	**.1519**
metropolitan	237.1	94.5	1.3	1.2	33.1	19.5	22.8	33.0	50.5	72.2	2,869,209	1,786,197	.0866
nonmetropolitan	194.7	76.2	.5	.9	29.0	17.0	13.1	25.6	40.2	64.8	2,179,797	1,269,371	.0653

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STATE S&MM/ARBITRON MEDIA MARKET (ADI)	POPULATION										EFFECTIVE BUYING INCOME	RETAIL SALES	
	Total Pop. (Thous.)	House-holds (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	Population by Age Group (Thous.) 2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	BUYING POWER INDEX
MANKATO	81.9	30.3	.3	.9	11.5	6.3	14.0	11.1	14.6	22.3	959,715	665,598	.0305
nonmetropolitan	81.9	30.3	.3	.9	11.5	6.3	14.0	11.1	14.6	22.3	959,715	665,598	.0305
MINNEAPOLIS-ST. PAUL	3,718.2	1,394.9	102.5	49.1	586.3	295.0	365.2	665.2	810.0	873.2	55,240,216	29,768,599	1.5244
metropolitan	2,743.1	1,033.5	100.4	40.9	428.3	209.1	278.3	528.5	620.3	583.6	44,200,576	23,971,722	1.2036
nonmetropolitan	975.1	361.4	2.1	8.2	158.0	85.9	86.9	136.7	189.7	289.6	11,039,640	5,796,877	.3208
ROCHESTER-MASON CITY-AUSTIN	349.9	136.1	1.4	4.2	54.6	28.9	26.8	54.1	70.3	104.5	4,616,621	2,576,023	.1321
metropolitan	109.5	41.2	.9	1.0	18.1	8.5	9.7	21.2	24.1	23.9	1,716,654	1,058,720	.0492
nonmetropolitan	240.4	94.9	.5	3.2	36.5	20.4	17.1	32.9	46.2	80.6	2,899,967	1,517,303	.0829
MISSISSIPPI													
BILOXI-GULFPORT-PASCAGOULA	302.2	107.1	61.1	3.9	48.3	28.3	32.4	49.8	61.8	71.3	3,290,386	1,705,428	.0961
metropolitan	280.8	100.0	56.5	3.8	44.9	26.1	29.9	46.7	57.5	66.1	3,106,359	1,625,549	.0905
nonmetropolitan	21.4	7.1	4.6	.1	3.4	2.2	2.5	3.1	4.3	5.2	184,027	79,879	.0056
COLUMBUS-TUPELO	474.5	173.4	138.0	2.2	73.0	44.3	54.2	69.5	91.8	126.6	4,868,107	2,378,514	.1417
nonmetropolitan	474.5	173.4	138.0	2.2	73.0	44.3	54.2	69.5	91.8	126.6	4,868,107	2,378,514	.1417
GREENWOOD-GREENVILLE	219.8	71.3	131.4	1.1	40.6	24.4	24.2	30.2	38.6	53.9	1,852,571	1,023,748	.0592
nonmetropolitan	219.8	71.3	131.4	1.1	40.6	24.4	24.2	30.2	38.6	53.9	1,852,571	1,023,748	.0592
JACKSON	815.9	288.9	363.6	3.0	134.0	80.1	83.9	125.7	161.1	204.4	8,871,825	4,855,494	.2637
metropolitan	401.3	142.4	171.0	1.7	64.0	36.4	43.7	68.4	84.4	91.0	5,226,784	2,926,089	.1499
nonmetropolitan	414.6	146.5	192.6	1.3	70.0	43.7	40.2	57.3	76.7	113.4	3,645,041	1,929,405	.1138
LAUREL-HATTIESBURG	251.5	90.7	73.0	1.0	40.3	24.2	29.2	37.7	48.0	64.2	2,470,727	1,294,551	.0744
nonmetropolitan	251.5	90.7	73.0	1.0	40.3	24.2	29.2	37.7	48.0	64.2	2,470,727	1,294,551	.0744
MERIDIAN	180.4	65.5	67.6	.8	28.5	18.0	18.6	25.6	34.2	49.7	1,812,683	936,208	.0540
nonmetropolitan	180.4	65.5	67.6	.8	28.5	18.0	18.6	25.6	34.2	49.7	1,812,683	936,208	.0540
MISSOURI													
COLUMBIA-JEFFERSON CITY	362.6	134.4	21.2	2.6	51.9	28.0	47.3	58.8	72.8	93.4	4,582,343	2,609,224	.1327
metropolitan	114.3	42.6	8.8	1.3	15.5	7.3	24.3	20.9	22.4	20.5	1,559,176	921,455	.0452
nonmetropolitan	248.3	91.8	12.4	1.3	36.4	20.7	23.0	37.9	50.4	72.9	3,023,167	1,687,769	.0875
JOPLIN-PITTSBURG	353.2	139.6	4.2	3.6	51.5	29.6	32.5	49.1	69.0	111.4	3,911,594	2,175,177	.1161
metropolitan	136.4	53.6	1.4	1.2	20.0	11.5	12.9	20.3	27.8	39.9	1,583,757	1,058,134	.0493
nonmetropolitan	216.8	86.0	2.8	2.4	31.5	18.1	19.6	28.8	41.2	71.5	2,327,837	1,117,043	.0668
KANSAS CITY	2,008.3	770.2	219.4	52.5	301.6	160.6	197.1	342.6	435.6	506.7	30,564,352	14,730,593	.8105
metropolitan	1,691.7	649.6	210.4	49.1	255.3	134.3	165.6	298.0	375.9	407.4	27,011,124	13,146,951	.7124
nonmetropolitan	316.6	120.6	9.0	3.4	46.3	26.3	31.5	44.6	59.7	99.3	3,553,228	1,583,642	.0981
ST. JOSEPH	119.2	45.7	2.9	1.9	17.1	9.6	13.5	17.2	21.8	36.6	1,379,695	776,931	.0408
metropolitan	82.7	32.2	2.7	1.7	12.1	6.9	7.7	12.6	15.9	25.0	1,001,411	610,742	.0300
nonmetropolitan	36.5	13.5	.2	.2	5.0	2.7	5.8	4.6	5.9	11.6	378,284	166,189	.0108
ST. LOUIS	2,946.1	1,112.3	440.8	28.9	445.9	242.3	264.0	488.8	619.7	792.7	44,213,680	20,757,549	1.1671
metropolitan	2,475.7	936.3	428.8	26.4	375.1	201.1	225.5	419.5	527.2	648.0	38,851,311	18,310,538	1.0179
nonmetropolitan	470.4	176.0	12.0	2.5	70.8	41.2	38.5	69.3	92.5	144.7	5,362,369	2,447,011	.1492
SPRINGFIELD	835.4	324.3	11.0	7.3	114.8	68.1	83.9	117.3	165.4	263.4	9,396,453	5,286,195	.2790
metropolitan	248.2	95.7	4.0	2.1	33.4	19.1	33.1	39.3	52.4	64.1	3,240,192	2,111,044	.0978
nonmetropolitan	587.2	228.6	7.0	5.2	81.4	49.0	50.8	78.0	113.0	199.3	6,156,261	3,175,151	.1812
MONTANA													
BILLINGS-HARDIN	224.1	85.7	.8	5.7	36.2	20.5	17.0	33.2	50.1	60.3	2,894,793	1,628,708	.0835
metropolitan	112.8	44.5	.6	3.1	17.7	9.8	9.6	18.2	25.4	28.7	1,582,270	1,093,984	.0481
nonmetropolitan	111.3	41.2	.2	2.6	18.5	10.7	7.4	15.0	24.7	31.6	1,312,523	534,724	.0354

MONT. (cont.)

S&MM ESTIMATES: 12/31/91

STATE S&MM/ARBITRON MEDIA MARKET (ADI)	POPULATION										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thous.)								
	Total Pop. (Thous.)	Households (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	BUYING POWER INDEX
BUTTE	**127.9**	**49.4**	**.2**	**2.0**	**18.3**	**10.3**	**14.9**	**19.6**	**28.3**	**32.9**	**1,657,242**	**854,098**	**.0458**
nonmetropolitan	127.9	49.4	.2	2.0	18.3	10.3	14.9	19.6	28.3	32.9	1,657,242	854,098	.0458
GREAT FALLS	**169.3**	**63.5**	**1.2**	**2.0**	**28.7**	**15.2**	**12.8**	**25.7**	**34.6**	**46.6**	**2,073,766**	**1,039,017**	**.0586**
metropolitan	77.9	30.3	1.1	1.4	12.6	6.4	6.8	12.8	16.2	20.4	1,029,820	623,438	.0301
nonmetropolitan	91.4	33.2	.1	.6	16.1	8.8	6.0	12.9	18.4	26.2	1,043,946	415,579	.0285
HELENA	**48.2**	**19.0**	**.1**	**.6**	**7.8**	**4.1**	**3.8**	**7.3**	**12.0**	**11.8**	**685,676**	**362,700**	**.0190**
nonmetropolitan	48.2	19.0	.1	.6	7.8	4.1	3.8	7.3	12.0	11.8	685,676	362,700	.0190
MISSOULA	**192.8**	**74.8**	**.3**	**2.5**	**30.4**	**16.9**	**17.0**	**28.2**	**45.3**	**49.4**	**2,572,472**	**1,436,264**	**.0735**
nonmetropolitan	192.8	74.8	.3	2.5	30.4	16.9	17.0	28.2	45.3	49.4	2,572,472	1,436,264	.0735
NEBRASKA													
LINCOLN-HASTINGS-KEARNEY	**623.0**	**243.2**	**5.8**	**10.1**	**91.6**	**50.2**	**63.9**	**92.9**	**123.3**	**182.8**	**8,454,070**	**3,938,373**	**.2271**
metropolitan	217.6	84.3	5.0	4.1	30.6	15.3	32.8	38.4	45.8	48.1	3,385,708	1,579,558	.0885
nonmetropolitan	405.4	158.9	.8	6.0	61.0	34.9	31.1	54.5	77.5	134.7	5,068,362	2,358,815	.1386
NORTH PLATTE	**44.9**	**17.7**	**.1**	**2.0**	**7.5**	**4.2**	**2.9**	**6.1**	**9.3**	**13.6**	**590,414**	**320,583**	**.0168**
nonmetropolitan	44.9	17.7	.1	2.0	7.5	4.2	2.9	6.1	9.3	13.6	590,414	320,583	.0168
OMAHA	**946.7**	**358.8**	**54.1**	**19.2**	**150.0**	**81.3**	**84.6**	**154.1**	**197.2**	**248.7**	**13,709,233**	**6,573,397**	**.3669**
metropolitan	625.9	235.2	53.4	16.9	100.6	53.2	61.5	110.6	135.0	143.3	9,728,236	4,877,841	.2600
nonmetropolitan	320.8	123.6	.7	2.3	49.4	28.1	23.1	43.5	62.2	105.4	3,980,997	1,695,556	.1069
NEVADA													
LAS VEGAS	**831.8**	**321.3**	**79.0**	**95.7**	**118.2**	**59.7**	**82.5**	**150.0**	**187.0**	**205.9**	**12,215,345**	**6,013,419**	**.3284**
metropolitan	817.4	316.0	78.7	94.9	116.0	58.4	81.6	147.9	184.0	201.5	12,010,367	5,970,528	.3238
nonmetropolitan	14.4	5.3	.3	.8	2.2	1.3	.9	2.1	3.0	4.4	204,978	42,891	.0046
RENO	**509.3**	**196.8**	**10.4**	**47.1**	**72.6**	**36.6**	**46.4**	**88.8**	**122.7**	**125.6**	**7,798,566**	**4,088,625**	**.2123**
metropolitan	311.0	123.4	6.5	28.8	42.8	21.2	30.3	55.9	76.4	74.3	4,983,962	2,873,272	.1386
nonmetropolitan	198.3	73.4	3.9	18.3	29.8	15.4	16.1	32.9	46.3	51.3	2,814,604	1,215,353	.0737
NEW MEXICO													
ALBUQUERQUE	**1,468.3**	**525.5**	**27.6**	**516.9**	**253.5**	**135.0**	**134.9**	**238.5**	**313.0**	**340.8**	**17,101,753**	**9,056,510**	**.4944**
metropolitan	624.4	241.4	15.9	234.6	95.0	49.2	60.6	109.7	146.5	143.4	9,011,435	4,957,241	.2518
nonmetropolitan	843.9	284.1	11.7	282.3	158.5	85.8	74.3	128.8	166.5	197.4	8,090,318	4,099,269	.2426
NEW YORK													
ALBANY-SCHENECTADY-TROY	**1,337.0**	**510.8**	**53.5**	**22.6**	**179.2**	**101.1**	**143.6**	**210.3**	**289.0**	**375.5**	**20,077,337**	**10,459,641**	**.5465**
metropolitan	1,144.9	438.4	49.6	20.3	152.1	85.5	125.9	183.0	247.5	318.1	17,573,701	9,198,074	.4770
nonmetropolitan	192.1	72.4	3.9	2.3	27.1	15.6	17.7	27.3	41.5	57.4	2,503,636	1,261,567	.0695
BINGHAMTON	**425.7**	**160.5**	**6.1**	**4.3**	**61.0**	**33.7**	**42.4**	**65.7**	**88.1**	**122.1**	**5,636,943**	**2,866,371**	**.1563**
metropolitan	264.1	100.4	5.0	3.0	36.6	19.5	28.4	42.8	54.1	74.9	3,667,013	1,905,840	.1013
nonmetropolitan	161.6	60.1	1.1	1.3	24.4	14.2	14.0	22.9	34.0	47.2	1,969,930	960,531	.0550
BUFFALO	**1,627.0**	**621.3**	**133.4**	**32.7**	**225.3**	**125.0**	**166.8**	**252.0**	**332.4**	**477.8**	**21,028,733**	**10,686,248**	**.5865**
metropolitan	1,325.9	514.6	128.1	29.6	179.8	98.9	135.4	207.8	271.1	393.9	17,592,961	9,192,249	.4919
nonmetropolitan	301.1	106.7	5.3	3.1	45.5	26.1	31.4	44.2	61.3	83.9	3,435,772	1,493,999	.0946
ELMIRA	**236.2**	**88.1**	**7.2**	**2.2**	**35.1**	**19.9**	**22.2**	**34.4**	**48.6**	**68.9**	**2,917,014**	**1,462,644**	**.0820**
metropolitan	95.6	35.5	5.7	1.5	13.9	7.6	9.3	14.5	19.7	27.7	1,218,757	676,981	.0350
nonmetropolitan	140.6	52.6	1.5	.7	21.2	12.3	12.9	19.9	28.9	41.2	1,698,257	785,663	.0470
NEW YORK	**18,758.4**	**6,827.0**	**3,677.1**	**2,879.1**	**2,402.7**	**1,393.6**	**1,874.2**	**3,221.9**	**4,176.5**	**5,107.7**	**356,697,241**	**134,912,646**	**8.4850**
metropolitan	18,489.2	6,728.9	3,661.8	2,866.2	2,365.7	1,373.9	1,849.4	3,177.5	4,115.9	5,033.3	352,899,089	133,108,594	8.3830
nonmetropolitan	269.2	98.1	15.3	12.9	37.0	19.7	24.8	44.4	60.6	74.4	3,798,152	1,804,052	.1020
ROCHESTER	**1,008.0**	**376.8**	**99.0**	**32.7**	**145.8**	**75.4**	**109.3**	**168.9**	**222.2**	**253.7**	**15,453,199**	**7,440,110**	**.4093**
metropolitan	1,008.0	376.8	99.0	32.7	145.8	75.4	109.3	168.9	222.2	253.7	15,453,199	7,440,110	.4093

S&MM ESTIMATES: 12/31/91	**POPULATION**										**EFFECTIVE BUYING INCOME**	**RETAIL SALES**	
					Population by Age Group (Thous.)								
STATE S&MM/ARBITRON MEDIA MARKET (ADI)	Total Pop. (Thous.)	House-holds (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	**BUYING POWER INDEX**
SYRACUSE	**1,058.0**	**387.0**	**54.7**	**16.4**	**151.3**	**80.5**	**137.5**	**171.0**	**217.2**	**268.1**	**14,364,968**	**7,198,990**	**.3946**
metropolitan	756.1	279.[illegible]	46.9	11.6	139.6	57.9	90.8	123.5	155.9	194.5	10,585,703	5,429,668	.2911
nonmetropolitan	301.9	107.7	7.8	4.8	41.7	22.6	46.7	47.5	61.3	73.6	3,779,265	1,769,322	.1035
UTICA	**284.0**	**104.5**	**10.6**	**5.1**	**39.6**	**22.1**	**32.4**	**41.8**	**57.0**	**83.1**	**3,535,230**	**1,894,000**	**.1008**
metropolitan	222.7	82.5	9.7	4.3	31.4	17.4	23.1	33.9	44.7	65.8	2,764,421	1,410,702	.0778
nonmetropolitan	61.3	22.0	.9	.8	8.2	4.7	9.3	7.9	12.3	17.3	770,809	483,298	.0230
WATERTOWN-CARTHAGE	**257.6**	**87.5**	**10.8**	**5.2**	**39.4**	**21.8**	**36.0**	**41.5**	**49.2**	**61.0**	**2,821,496**	**1,631,628**	**.0850**
nonmetropolitan	257.6	87.5	10.8	5.2	39.4	21.8	36.0	41.5	49.2	61.0	2,821,496	1,631,628	.0850
NORTH CAROLINA													
CHARLOTTE	**1,985.0**	**752.4**	**366.5**	**15.4**	**270.8**	**161.0**	**212.1**	**330.3**	**444.2**	**505.4**	**26,605,585**	**13,582,401**	**.7371**
metropolitan	1,426.4	542.5	257.9	12.7	196.0	113.4	150.7	247.5	324.1	349.9	20,325,815	10,313,179	.5548
nonmetropolitan	558.6	209.9	108.6	2.7	74.8	47.6	61.4	82.8	120.1	155.5	6,279,770	3,269,222	.1823
GREENSBORO-WINSTON SALEM-HIGH POINT	**1,351.4**	**531.7**	**247.8**	**10.5**	**170.7**	**105.0**	**142.8**	**220.2**	**303.8**	**370.8**	**18,273,362**	**9,823,926**	**.5135**
metropolitan	1,071.0	423.4	208.4	8.0	135.5	81.2	116.7	177.9	241.7	287.3	15,157,184	8,248,823	.4237
nonmetropolitan	280.4	108.3	39.4	2.5	35.2	23.8	26.1	42.3	62.1	83.5	3,116,178	1,575,103	.0898
GREENVILLE-NEW BERN-WASHINGTON	**646.9**	**228.6**	**190.0**	**14.0**	**91.7**	**51.8**	**96.8**	**110.5**	**124.3**	**149.9**	**7,261,026**	**3,819,265**	**.2117**
metropolitan	153.5	42.4	31.2	8.5	22.2	9.2	41.3	33.0	23.2	18.1	1,728,365	759,280	.0478
nonmetropolitan	493.4	186.2	158.8	5.5	69.5	42.6	55.5	77.5	101.1	131.8	5,532,661	3,059,985	.1639
RALEIGH-DURHAM	**1,988.1**	**745.5**	**600.1**	**33.5**	**276.4**	**158.6**	**242.6**	**355.5**	**432.1**	**458.8**	**26,254,511**	**13,320,330**	**.7276**
metropolitan	1,046.6	394.0	281.5	23.5	143.9	75.7	152.3	207.8	232.0	200.1	15,597,296	7,936,524	.4223
nonmetropolitan	941.5	351.5	318.6	10.0	132.5	82.9	90.3	147.7	200.1	258.7	10,657,215	5,383,806	.3053
WILMINGTON	**392.0**	**148.3**	**95.6**	**2.5**	**55.3**	**35.8**	**40.0**	**58.6**	**84.6**	**105.8**	**4,436,924**	**2,470,475**	**.1312**
metropolitan	123.0	49.3	24.4	.9	15.4	9.5	14.8	19.6	28.1	32.2	1,720,435	1,163,612	.0520
nonmetropolitan	269.0	99.0	71.2	1.6	39.9	26.3	25.2	39.0	56.5	73.6	2,716,489	1,306,863	.0792

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S&MM ESTIMATES: 12/31/91

STATE S&MM/ARBITRON MEDIA MARKET (ADI)	POPULATION										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thous.)								
	Total Pop. (Thous.)	House-holds (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	BUYING POWER INDEX
NORTH DAKOTA													
FARGO	**571.2**	**215.9**	**2.4**	**6.2**	**88.5**	**47.4**	**63.2**	**86.1**	**109.8**	**159.1**	**6,925,878**	**4,002,951**	**.2035**
metropolitan	227.7	84.6	2.0	3.1	34.1	16.8	38.7	40.1	44.3	46.3	3,075,498	2,058,202	.0931
nonmetropolitan	343.5	131.3	.4	3.1	54.4	30.6	24.5	46.0	65.5	112.8	3,850,380	1,944,749	.1104
MINOT-BISMARCK-DICKINSON-GLENDIVE	**365.4**	**136.6**	**1.7**	**2.5**	**61.9**	**34.3**	**28.7**	**55.0**	**72.5**	**101.4**	**4,324,461**	**2,298,044**	**.1245**
metropolitan	84.0	31.5	.1	.5	13.8	7.7	7.4	13.9	18.4	20.2	1,170,576	737,213	.0344
nonmetropolitan	281.4	105.1	1.6	2.0	48.1	26.6	21.3	41.1	54.1	81.2	3,153,885	1,560,831	.0901
OHIO													
CINCINNATI	**2,030.8**	**758.2**	**211.6**	**9.8**	**313.6**	**169.6**	**205.4**	**337.5**	**426.0**	**512.1**	**29,554,868**	**14,242,326**	**.7917**
metropolitan	1,763.5	661.1	208.0	9.2	272.2	143.9	181.4	298.1	371.3	438.4	26,617,203	13,016,062	.7105
nonmetropolitan	267.3	97.1	3.6	.6	41.4	25.7	24.0	39.7	54.7	73.7	2,937,665	1,226,264	.0812
CLEVELAND	**3,757.6**	**1,427.6**	**497.6**	**62.2**	**537.7**	**306.0**	**352.4**	**591.6**	**803.7**	**1,051.5**	**53,529,805**	**26,556,430**	**1.4517**
metropolitan	3,253.9	1,245.7	484.5	57.4	458.2	259.8	307.4	516.9	698.2	914.8	47,437,692	23,433,716	1.2788
nonmetropolitan	503.7	181.9	13.1	4.8	79.5	46.2	45.0	74.7	105.5	136.7	6,092,113	3,122,714	.1729
COLUMBUS	**1,856.8**	**698.1**	**182.1**	**13.7**	**269.3**	**149.6**	**210.9**	**326.5**	**402.5**	**439.5**	**26,365,307**	**13,212,605**	**.7176**
metropolitan	1,407.2	534.5	171.3	11.8	202.2	109.3	168.8	258.5	307.6	315.4	21,361,169	11,017,287	.5788
nonmetropolitan	449.6	163.6	10.8	1.9	67.1	40.3	42.1	68.0	94.9	124.1	5,004,138	2,195,318	.1388

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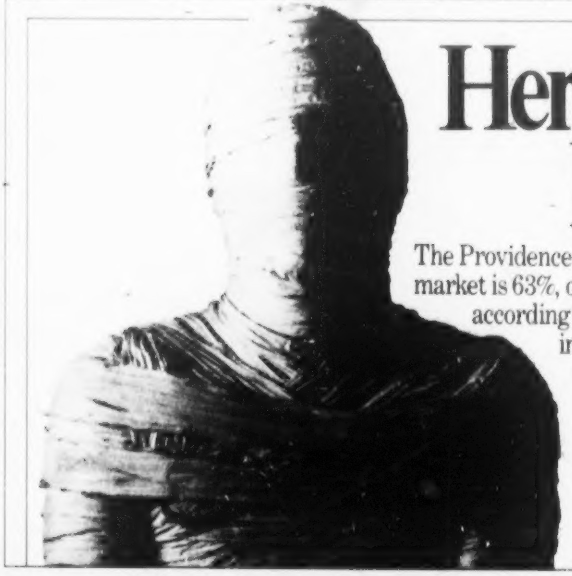
S&MM ESTIMATES: 12/31/91	**POPULATION**										**EFFECTIVE BUYING INCOME**	**RETAIL SALES**	
					Population by Age Group (Thous.)								
STATE S&MM/ARBITRON MEDIA MARKET (ADI)	Total Pop. (Thous.)	House-holds (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	**BUYING POWER INDEX**
DAYTON	**1,337.3**	**505.2**	**136.0**	**9.2**	**197.8**	**111.6**	**133.1**	**208.8**	**286.3**	**358.9**	**18,939,935**	**9,202,605**	**.5112**
metropolitan	1,005.1	384.0	129.3	7.6	146.1	81.0	103.4	159.6	217.3	267.1	14,592,064	7,348,143	.3960
nonmetropolitan	332.2	121.2	6.7	1.6	51.7	30.6	29.7	49.2	69.0	91.8	4,347,871	1,854,462	.1152
LIMA	**110.6**	**39.5**	**12.8**	**1.3**	**17.1**	**9.9**	**10.5**	**17.2**	**22.7**	**29.7**	**1,315,990**	**984,011**	**.0425**
metropolitan	110.6	39.5	12.8	1.3	17.1	9.9	10.5	17.2	22.7	29.7	1,315,990	984,011	.0425
TOLEDO	**1,103.8**	**407.0**	**78.2**	**41.5**	**169.0**	**96.7**	**117.4**	**172.5**	**228.4**	**284.9**	**14,697,752**	**7,647,256**	**.4100**
metropolitan	619.0	232.8	72.0	20.8	92.1	51.7	73.3	98.9	127.1	155.8	8,511,504	4,676,569	.2399
nonmetropolitan	484.8	174.2	6.2	20.7	76.9	45.0	44.1	73.6	101.3	129.1	6,186,248	2,970,687	.1701
YOUNGSTOWN	**717.3**	**272.7**	**63.0**	**8.3**	**98.7**	**60.6**	**63.0**	**101.2**	**150.2**	**223.7**	**8,775,225**	**4,905,252**	**.2550**
metropolitan	609.1	231.8	61.6	7.9	82.8	50.7	54.1	85.7	127.4	191.6	7,523,208	4,320,699	.2201
nonmetropolitan	108.2	40.9	1.4	.4	15.9	9.9	8.9	15.5	22.8	32.1	1,252,017	584,553	.0349
ZANESVILLE	**82.5**	**31.0**	**3.5**	**.2**	**12.5**	**7.2**	**8.1**	**12.3**	**16.7**	**23.3**	**946,075**	**606,589**	**.0291**
nonmetropolitan	82.5	31.0	3.5	.2	12.5	7.2	8.1	12.3	16.7	23.3	946,075	606,589	.0291
OKLAHOMA													
ARDMORE-ADA	**184.3**	**71.1**	**8.6**	**3.0**	**26.4**	**16.5**	**16.8**	**24.6**	**35.7**	**59.2**	**1,739,637**	**967,240**	**.0535**
nonmetropolitan	184.3	71.1	8.6	3.0	26.4	16.5	16.8	24.6	35.7	59.2	1,739,637	967,240	.0535
OKLAHOMA CITY	**1,471.9**	**565.7**	**120.2**	**48.4**	**223.5**	**123.6**	**153.7**	**239.1**	**304.9**	**382.7**	**17,905,422**	**9,843,741**	**.5181**
metropolitan	1,022.8	392.9	107.7	37.1	156.6	85.2	107.5	175.3	219.7	246.3	13,202,128	7,651,311	.3838
nonmetropolitan	449.1	172.8	12.5	11.3	66.9	38.4	46.2	63.8	85.2	136.4	4,703,294	2,192,430	.1343
TULSA	**1,157.5**	**449.7**	**82.9**	**20.6**	**175.6**	**98.8**	**102.0**	**177.4**	**248.0**	**320.5**	**14,026,073**	**7,597,521**	**.4045**
metropolitan	715.5	280.0	59.8	15.1	110.3	59.9	65.8	118.7	160.3	177.7	9,485,966	5,224,460	.2697
nonmetropolitan	442.0	169.7	23.1	5.5	65.3	38.9	36.2	58.7	87.7	142.8	4,540,107	2,373,061	.1348
OREGON													
BEND	**78.0**	**30.5**	**.1**	**1.6**	**11.5**	**6.5**	**5.5**	**11.4**	**19.3**	**21.6**	**1,094,277**	**728,971**	**.0328**
nonmetropolitan	78.0	30.5	.1	1.6	11.5	6.5	5.5	11.4	19.3	21.6	1,094,277	728,971	.0328
EUGENE	**444.5**	**173.7**	**2.6**	**10.7**	**63.6**	**36.0**	**43.6**	**64.0**	**102.1**	**122.7**	**5,458,071**	**3,385,812**	**.1640**
metropolitan	287.1	112.6	2.2	7.0	40.4	22.3	32.4	43.1	67.8	73.1	3,681,104	2,267,764	.1093
nonmetropolitan	157.4	61.1	.4	3.7	23.2	13.7	11.2	20.9	34.3	49.6	1,776,967	1,118,048	.0547
MEDFORD	**356.6**	**141.1**	**1.8**	**15.4**	**51.0**	**29.6**	**26.3**	**45.6**	**80.2**	**114.1**	**4,252,245**	**2,849,087**	**.1323**
metropolitan	151.4	59.3	.4	6.3	21.6	12.3	12.3	20.0	35.2	45.8	1,895,855	1,487,367	.0619
nonmetropolitan	205.2	81.8	1.4	9.1	29.4	17.3	14.0	25.6	45.0	68.3	2,356,390	1,361,720	.0704
PORTLAND	**2,342.8**	**902.4**	**48.8**	**93.6**	**347.9**	**189.3**	**212.2**	**373.7**	**556.6**	**590.1**	**33,521,985**	**17,917,750**	**.9291**
metropolitan	1,813.1	697.9	47.0	77.0	268.9	144.5	163.3	299.1	439.2	441.0	26,947,995	14,607,651	.7450
nonmetropolitan	529.7	204.5	1.8	16.6	79.0	44.8	48.9	74.6	117.4	149.1	6,573,990	3,310,099	.1841
PENNSYLVANIA													
ERIE	**410.4**	**152.8**	**16.1**	**4.0**	**59.8**	**34.6**	**43.9**	**59.7**	**84.7**	**115.6**	**5,277,730**	**2,942,735**	**.1518**
metropolitan	275.4	101.7	14.9	3.5	40.5	23.0	31.5	41.2	56.2	74.6	3,646,389	1,788,155	.1001
nonmetropolitan	135.0	51.1	1.2	.5	19.3	11.6	12.4	18.5	28.5	41.0	1,631,341	1,154,580	.0517
HARRISBURG-YORK-LANCASTER-LEBANON	**1,530.5**	**572.1**	**66.8**	**34.7**	**213.6**	**119.3**	**151.4**	**244.9**	**335.0**	**419.8**	**23,144,886**	**11,552,171**	**.6213**
metropolitan	1,463.3	546.5	66.6	34.5	204.1	113.8	145.4	235.1	321.1	399.3	22,371,481	11,172,074	.5994
nonmetropolitan	67.2	25.6	.2	.2	9.5	5.5	6.0	9.8	13.9	20.5	773,405	380,097	.0219
JOHNSTOWN-ALTOONA	**764.8**	**286.1**	**10.9**	**3.7**	**99.7**	**61.4**	**90.6**	**110.6**	**152.8**	**230.2**	**8,821,512**	**4,687,871**	**.2565**
metropolitan	494.4	184.4	8.1	3.1	62.1	38.1	66.6	71.1	97.8	146.5	5,807,120	3,096,912	.1681
nonmetropolitan	270.4	101.7	2.8	.6	37.6	23.3	24.0	39.5	55.0	83.7	3,014,392	1,590,959	.0884
PHILADELPHIA	**7,245.8**	**2,664.4**	**1,232.9**	**305.4**	**997.5**	**542.2**	**736.5**	**1,212.6**	**1,546.0**	**1,985.3**	**122,798,844**	**54,075,254**	**3.1081**
metropolitan	7,131.6	2,624.4	1,211.3	302.8	979.5	532.9	723.4	1,193.0	1,522.6	1,958.6	121,417,076	52,956,318	3.0621
nonmetropolitan	114.2	40.0	21.6	2.6	18.0	9.3	13.1	19.6	23.4	26.7	1,381,768	1,118,936	.0460

PA. (cont.)

S&MM ESTIMATES: 12/31/91

STATE S&MM/ARBITRON MEDIA MARKET (ADI)	POPULATION										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thous.)								
	Total Pop. (Thous.)	House-holds (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	BUYING POWER INDEX
PITTSBURGH	**2,941.0**	**1,153.9**	**189.9**	**15.7**	**370.6**	**215.6**	**283.8**	**441.0**	**614.9**	**938.9**	**41,067,332**	**18,458,957**	**1.0866**
metropolitan	2,257.1	900.3	181.1	12.9	278.4	159.8	201.8	342.3	473.6	742.6	33,058,305	14,670,852	.8629
nonmetropolitan	683.9	253.6	8.8	2.8	92.2	55.8	82.0	98.7	141.3	196.3	8,009,027	3,788,105	.2237
WILKES BARRE-SCRANTON	**1,384.3**	**528.2**	**14.7**	**10.3**	**178.2**	**105.3**	**133.6**	**196.5**	**281.5**	**452.7**	**17,619,085**	**9,110,642**	**.4948**
metropolitan	917.5	351.2	11.5	7.3	116.7	68.5	89.7	130.9	187.0	300.4	11,982,704	6,379,121	.3378
nonmetropolitan	466.8	177.0	3.2	3.0	61.5	36.8	43.9	65.6	94.5	152.3	5,636,381	2,731,522	.1570
RHODE ISLAND													
PROVIDENCE-NEW BEDFORD	**1,535.7**	**575.4**	**55.4**	**63.5**	**201.3**	**112.2**	**171.1**	**253.6**	**322.0**	**429.7**	**22,000,452**	**11,219,089**	**.6009**
metropolitan	1.436.1	537.3	51.6	61.6	188.5	105.2	160.3	236.6	298.8	403.8	20,381,199	10,433,704	.5584
nonmetropolitan	99.6	38.1	3.8	1.9	12.8	7.0	10.8	17.0	23.2	25.9	1,619,253	785,385	.0425
SOUTH CAROLINA													
CHARLESTON	**643.9**	**225.1**	**218.5**	**7.9**	**105.0**	**54.7**	**77.3**	**116.3**	**133.9**	**132.8**	**7,633,198**	**4,192,548**	**.2220**
metropolitan	524.3	183.8	158.4	7.6	84.9	41.9	66.4	99.7	109.5	101.9	6,485,378	3,562,689	.1870
nonmetropolitan	119.6	41.3	60.1	.3	20.1	12.8	10.9	16.6	24.4	30.9	1,147,820	629,859	.0350
COLUMBIA	**830.8**	**292.1**	**315.6**	**8.0**	**122.0**	**73.0**	**97.6**	**142.8**	**180.8**	**188.3**	**9,995,739**	**5,610,826**	**.2923**
metropolitan	462.3	166.6	142.5	6.0	64.0	38.5	58.4	85.0	104.9	97.2	6,300,724	3,626.176	.1807
nonmetropolitan	368.5	125.5	173.1	2.0	58.0	34.5	39.2	57.8	75.9	91.1	3,695,015	1,984,650	.1116
FLORENCE-MYRTLE BEACH	**422.4**	**153.6**	**141.9**	**2.0**	**62.4**	**40.5**	**41.7**	**65.5**	**90.0**	**109.1**	**4,635,295**	**3,451,721**	**.1525**
metropolitan	115.8	40.7	45.2	.4	18.0	11.5	11.7	17.5	25.6	27.8	1,307,896	965,081	.0425
nonmetropolitan	306.6	112.9	96.7	1.6	44.4	29.0	30.0	48.0	64.4	81.3	3,327,399	2,486,640	.1100
GREENVILLE-SPARTANBURG-ASHEVILLE	**1,729.2**	**665.0**	**250.2**	**11.2**	**226.5**	**140.4**	**179.8**	**256.8**	**375.9**	**501.0**	**21,239,204**	**11,642,574**	**.6129**
metropolitan	1,002.4	383.3	155.2	7.1	133.6	80.4	109.0	156.4	223.0	270.8	13,045,249	7,387,788	.3757
nonmetropolitan	726.8	281.7	95.0	4.1	92.9	60.0	70.8	100.4	152.9	230.2	8,193,955	4,254,786	.2372



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S&MM ESTIMATES: 12/31/91

STATE S&MM/ARBITRON MEDIA MARKET (ADI)	POPULATION										EFFECTIVE BUYING INCOME	RETAIL SALES	BPI
					Population by Age Group (Thous.)								
	Total Pop. (Thous.)	House-holds (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	BUYING POWER INDEX
SOUTH DAKOTA													
RAPID CITY	**238.3**	**87.4**	**2.1**	**5.1**	**41.7**	**22.1**	**20.6**	**37.1**	**48.9**	**59.3**	**3,141,082**	**1,600,079**	**.0876**
metropolitan	84.2	31.8	1.4	1.9	14.4	7.0	9.0	15.1	17.0	18.3	1,266,610	868,870	.0380
nonmetropolitan	154.1	55.6	.7	3.2	27.3	15.1	11.6	22.0	31.9	41.2	1,874,472	731,209	.0496
SIOUX FALLS-MITCHELL	**576.8**	**218.9**	**—1.5**	**2.3**	**92.9**	**50.7**	**48.9**	**84.4**	**109.7**	**172.6**	**7,609,699**	**3,896,135**	**.2116**
metropolitan	126.7	48.9	.9	.7	20.1	10.1	13.0	23.3	26.3	29.7	2,086,917	1,316,538	.0596
nonmetropolitan	450.1	170.0	.6	1.6	72.8	40.6	35.9	61.1	83.4	142.9	5,522,782	2,579,597	.1520
TENNESSEE													
BRISTOL-KINGSPORT-JOHNSON CITY	**738.1**	**283.1**	**12.8**	**2.6**	**93.0**	**63.9**	**72.9**	**108.8**	**164.3**	**217.1**	**7,999,221**	**4,054,826**	**.2326**
metropolitan	438.0	171.6	9.0	1.6	52.5	35.1	44.3	64.1	98.4	133.0	5,227,214	2,621,185	.1481
nonmetropolitan	300.1	111.5	3.8	1.0	40.5	28.8	28.6	44.7	65.9	84.1	2,772,007	1,433,641	.0845
CHATTANOOGA	**764.5**	**290.9**	**68.4**	**6.6**	**103.9**	**66.9**	**75.8**	**117.5**	**170.1**	**208.6**	**9,215,310**	**4,957,464**	**.2652**
metropolitan	438.1	168.4	58.7	2.5	59.3	37.4	42.3	67.4	98.2	120.8	5,603,955	3,105,428	.1606
nonmetropolitan	326.4	122.5	9.7	4.1	44.6	29.5	33.5	50.1	71.9	87.8	3,611,355	1,852,036	.1046
JACKSON	**161.3**	**62.3**	**30.9**	**.7**	**22.5**	**13.8**	**15.7**	**23.3**	**33.8**	**47.6**	**1,838,817**	**1,072,256**	**.0552**
metropolitan	78.6	29.9	24.6	.3	11.5	6.8	8.3	12.2	16.5	20.9	979,743	665,758	.0303
nonmetropolitan	82.7	32.4	6.3	.4	11.0	7.0	7.4	11.1	17.3	26.7	859,074	406,498	.0249
KNOXVILLE	**1,075.7**	**414.8**	**45.7**	**4.4**	**141.4**	**90.1**	**112.2**	**164.1**	**238.0**	**301.3**	**12,855,277**	**7,285,626**	**.3771**
metropolitan	614.7	242.4	37.0	3.1	78.2	47.1	67.4	97.8	137.9	169.9	8,375,174	4,967,265	.2423
nonmetropolitan	461.0	172.4	8.7	1.3	63.2	43.0	44.8	66.3	100.1	131.4	4,480,103	2,318,361	.1348
MEMPHIS	**1,641.2**	**594.7**	**616.8**	**11.5**	**260.5**	**150.0**	**173.6**	**263.0**	**338.5**	**399.5**	**19,508,381**	**9,980,511**	**.5546**
metropolitan	1,003.3	365.1	409.1	7.9	159.1	87.4	107.0	172.8	217.4	224.0	13,635,172	6,991,400	.3772
nonmetropolitan	637.9	229.6	207.7	3.6	101.4	62.6	66.6	90.2	121.1	175.5	5,873,209	2,989,111	.1774
NASHVILLE	**1,911.2**	**723.2**	**231.3**	**16.7**	**269.5**	**156.0**	**202.6**	**320.5**	**414.4**	**489.7**	**25,355,892**	**12,906,239**	**.7033**
metropolitan	1,188.8	445.6	191.7	13.6	170.9	94.4	134.4	216.4	263.3	270.5	17,401,656	9,257,182	.4796
nonmetropolitan	722.4	277.6	39.6	3.1	98.6	61.6	68.2	104.1	151.1	219.2	7,954,236	3,649,057	.2237

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S&MM ESTIMATES: 12/31/91	POPULATION										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thous.)								
STATE S&MM/ARBITRON MEDIA MARKET (ADI)	Total Pop. (Thous.)	Households (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	BUYING POWER INDEX
TEXAS													
ABILENE-SWEETWATER	**288.9**	**108.4**	**13.8**	**44.9**	**44.8**	**24.7**	**28.5**	**41.8**	**53.9**	**86.3**	**3,295,046**	**1,763,821**	**.0961**
metropolitan	120.1	43.6	7.9	17.8	19.3	9.6	15.4	20.0	22.6	29.0	1,521,975	931,907	.0453
nonmetropolitan	168.8	64.8	5.9	27.1	25.5	15.1	13.1	21.8	31.3	57.3	1,773,071	831,914	.0508
AMARILLO	**447.4**	**168.0**	**17.9**	**84.2**	**75.3**	**41.2**	**39.9**	**68.6**	**87.6**	**119.7**	**5,417,875**	**3,299,809**	**.1625**
metropolitan	189.6	72.8	10.2	26.6	31.1	16.0	18.9	31.4	38.7	47.0	2,533,257	1,915,518	.0805
nonmetropolitan	257.8	95.2	7.7	57.6	44.2	25.2	21.0	37.2	45.9	72.7	2,884,618	1,384,291	.0820
AUSTIN	**982.3**	**380.2**	**89.7**	**197.1**	**145.8**	**74.5**	**133.1**	**189.7**	**213.7**	**193.5**	**14,683,405**	**7,370,664**	**.3956**
metropolitan	819.4	318.8	78.6	168.8	121.6	60.5	121.3	168.1	182.2	138.2	12,816,120	6,523,400	.3439
nonmetropolitan	162.9	61.4	11.1	28.3	24.2	14.0	11.8	21.6	31.5	55.3	1,867,285	847,264	.0517
BEAUMONT-PORT ARTHUR	**419.5**	**155.5**	**96.3**	**16.3**	**66.6**	**37.6**	**36.8**	**62.9**	**84.9**	**118.1**	**5,119,519**	**3,021,477**	**.1514**
metropolitan	357.7	133.1	85.4	15.3	57.0	31.7	32.1	55.0	73.0	98.0	4,514,844	2,719,519	.1336
nonmetropolitan	61.8	22.4	10.9	1.0	9.6	5.9	4.7	7.9	11.9	20.1	604,675	301,958	.0178
CORPUS CHRISTI	**507.3**	**171.7**	**17.1**	**273.3**	**89.0**	**50.2**	**49.2**	**79.7**	**101.7**	**120.0**	**5,738,731**	**3,203,097**	**.1699**
metropolitan	353.0	119.5	14.1	182.3	62.2	35.1	33.7	57.8	72.9	79.0	4,218,333	2,411,511	.1242
nonmetropolitan	154.3	52.2	3.0	91.0	26.8	15.1	15.5	21.9	28.8	41.0	1,520,398	791,586	.0457
DALLAS-FT. WORTH	**4,769.6**	**1,779.0**	**647.4**	**605.7**	**745.5**	**386.0**	**494.2**	**921.7**	**1,055.5**	**997.8**	**76,854,959**	**40,205,447**	**2.0691**
metropolitan	4,157.5	1,550.2	595.2	568.5	656.6	334.5	440.4	835.3	936.4	803.1	69,674,568	36,687,923	1.8665
nonmetropolitan	612.1	228.8	52.2	37.2	88.9	51.5	53.8	86.4	119.1	194.7	7,180,391	3,517,524	.2026
EL PASO	**762.8**	**233.8**	**26.2**	**511.9**	**137.0**	**81.6**	**92.8**	**126.3**	**144.9**	**150.5**	**7,371,630**	**4,364,864**	**.2306**
metropolitan	759.8	232.9	26.1	509.9	136.5	81.2	92.6	125.7	144.4	149.8	7,347,483	4,358,385	.2300
nonmetropolitan	3.0	.9	.1	2.0	.5	.4	.2	.6	.5	.7	24,147	6,479	.0006
HOUSTON	**4,097.4**	**1,464.1**	**739.7**	**861.5**	**677.5**	**360.3**	**415.8**	**769.4**	**941.5**	**783.8**	**63,856,916**	**29,537,468**	**1.6656**
metropolitan	3,784.7	1,354.4	688.7	814.5	630.1	333.5	383.9	722.3	878.6	696.2	60,394,220	27,831,634	1.5666
nonmetropolitan	312.7	109.7	51.0	47.0	47.4	26.8	31.9	47.1	62.9	87.6	3,462,696	1,705,834	.0990
LAREDO	**149.0**	**38.8**	**.2**	**136.8**	**30.2**	**18.3**	**17.5**	**22.8**	**26.0**	**27.7**	**1,090,481**	**918,720**	**.0415**
metropolitan	139.2	35.8	.2	128.9	28.3	17.1	16.6	21.6	24.4	25.1	1,016,874	899,643	.0394
nonmetropolitan	9.8	3.0	.0	7.9	1.9	1.2	.9	1.2	1.6	2.6	73,607	19,077	.0021
LUBBOCK	**378.9**	**135.3**	**24.7**	**109.9**	**62.9**	**33.6**	**49.3**	**60.1**	**69.7**	**90.5**	**4,480,370**	**2,757,478**	**.1354**
metropolitan	226.5	82.9	18.1	52.3	34.8	18.3	36.0	38.6	42.7	48.6	2,853,595	2,025,939	.0893
nonmetropolitan	152.4	52.4	6.6	57.6	28.1	15.3	13.3	21.5	27.0	41.9	1,626,775	731,539	.0461
MCALLEN-BROWNSVILLE	**733.7**	**199.7**	**2.1**	**615.6**	**145.4**	**94.3**	**80.8**	**103.2**	**129.6**	**151.0**	**5,363,973**	**3,639,723**	**.1900**
metropolitan	672.7	183.7	2.0	559.4	132.5	86.0	74.0	94.6	119.3	139.4	5,050,019	3,471,721	.1781
nonmetropolitan	61.0	16.0	.1	56.2	12.9	8.3	6.8	8.6	10.3	11.6	313,954	168,002	.0119

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TEXAS (cont.)

S&MM ESTIMATES: 12/31/91

STATE S&MM/ARBITRON MEDIA MARKET (ADI)	POPULATION										EFFECTIVE BUYING INCOME	RETAIL SALES	
	Total Pop. (Thous.)	House-holds (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	Population by Age Group (Thous.) 2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	BUYING POWER INDEX
ODESSA-MIDLAND	**382.7**	**134.3**	**18.0**	**129.4**	**71.3**	**37.1**	**33.4**	**62.2**	**75.8**	**88.6**	**4,718,158**	**2,468,646**	**.1338**
metropolitan	225.3	81.2	14.2	62.0	42.4	20.6	19.5	39.0	46.0	49.1	3,077,007	1,709,825	.0872
nonmetropolitan	157.4	53.1	3.8	67.4	28.9	16.5	13.9	23.2	29.8	39.5	1,641,151	758,821	.0466
SAN ANGELO	**135.8**	**49.4**	**4.7**	**37.4**	**21.5**	**11.4**	**14.7**	**20.6**	**26.3**	**37.0**	**1,655,962**	**882,050**	**.0476**
metropolitan	100.6	36.2	4.4	26.4	16.0	8.1	12.4	16.0	19.5	25.3	1,275,751	715,038	.0368
nonmetropolitan	35.2	13.2	.3	11.0	5.5	3.3	2.3	4.6	6.8	11.7	380,211	167,012	.0108
SAN ANTONIO-VICTORIA	**1,800.6**	**621.1**	**108.9**	**847.1**	**302.0**	**168.5**	**186.9**	**292.6**	**365.2**	**422.7**	**21,329,881**	**12,283,741**	**.6301**
metropolitan	1,429.8	496.1	99.6	666.2	238.5	130.5	154.6	242.8	295.6	317.6	17,735,420	10,428,389	.5226
nonmetropolitan	370.8	125.0	9.3	180.9	63.5	38.0	32.3	49.8	69.6	105.1	3,594,461	1,855,352	.1075
TYLER-LONGVIEW-JACKSONVILLE	**554.0**	**207.2**	**102.7**	**30.3**	**83.2**	**47.3**	**57.6**	**80.9**	**108.6**	**159.9**	**6,802,625**	**4,062,808**	**.2019**
metropolitan	260.1	98.4	52.6	13.8	40.2	22.2	25.3	40.6	53.3	70.3	3,469,562	2,439,901	.1072
nonmetropolitan	293.9	108.8	50.1	16.5	43.0	25.1	32.3	40.3	55.3	89.6	3,333,063	1,622,907	.0947
WACO-TEMPLE-BRYAN	**716.3**	**253.5**	**120.3**	**90.5**	**108.9**	**55.7**	**120.8**	**119.2**	**127.2**	**159.7**	**8,285,779**	**4,273,984**	**.2378**
metropolitan	578.3	202.4	97.5	74.6	88.2	43.7	109.1	100.6	102.1	113.9	6,835,575	3,672,195	.1975
nonmetropolitan	138.0	51.1	22.8	15.9	20.7	12.0	11.7	18.6	25.1	45.8	1,450,204	601,789	.0403
WICHITA FALLS-LAWTON	**424.3**	**157.3**	**40.4**	**31.5**	**65.8**	**35.6**	**45.4**	**67.1**	**79.6**	**117.1**	**4,789,869**	**2,621,610**	**.1409**
metropolitan	234.2	83.0	32.3	17.8	37.3	19.0	31.0	41.1	43.6	54.2	2,737,099	1,646,748	.0824
nonmetropolitan	190.1	74.3	8.1	13.7	28.5	16.6	14.4	26.0	36.0	62.9	2,052,770	974,862	.0585

Daily San Antonio Express-News Circulation Lead
Was 21,655 Now 40,206
Over Competitive Daily Newspaper
DIFFERENT DIRECTIONS
San Antonio Express-News
Sunday San Antonio Express-News Circulation Lead
Was 46,780 Now 63,542
Over Competitive Sunday Newspaper
Source: ABC Fas Fax for 6 months ending 3-31-92 Vs. 3-31-91 - Mathmatical computations - Express-News Reaserch

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S&MM ESTIMATES: 12/31/91

STATE S&MM/ARBITRON MEDIA MARKET (ADI)	POPULATION										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thous.)								
	Total Pop. (Thous.)	House-holds (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	BUYING POWER INDEX
UTAH													
SALT LAKE CITY	**1,906.0**	**598.2**	**13.5**	**99.0**	**399.4**	**217.0**	**207.8**	**295.1**	**352.0**	**354.7**	**22,133,513**	**11,144,774**	**.6304**
metropolitan	1,375.2	429.7	11.8	73.3	286.4	153.7	159.6	219.4	252.9	244.1	16,322,467	8,565,404	.4685
nonmetropolitan	530.8	168.5	1.7	25.7	113.0	63.3	48.2	75.7	99.1	110.6	5,811,046	2,579,370	.1619
VERMONT													
BURLINGTON-PLATTSBURGH	**741.3**	**271.7**	**9.9**	**8.0**	**107.1**	**57.5**	**87.1**	**123.7**	**165.2**	**178.0**	**9,788,078**	**5,548,052**	**.2810**
metropolitan	140.4	51.8	.9	1.2	19.1	9.8	21.8	26.1	32.0	27.1	2,244,893	1,189,146	.0609
nonmetropolitan	600.9	219.9	9.0	6.8	88.0	47.7	65.3	97.6	133.2	150.9	7,543,185	4,358,906	.2201
VIRGINIA													
CHARLOTTESVILLE	**110.3**	**41.4**	**15.8**	**1.3**	**13.6**	**6.5**	**19.5**	**20.1**	**22.9**	**24.6**	**1,701,762**	**1,036,794**	**.0486**
metropolitan	110.3	41.4	15.8	1.3	13.6	6.5	19.5	20.1	22.9	24.6	1,701,762	1,036,794	.0486
HARRISONBURG	**229.7**	**84.5**	**10.8**	**1.8**	**29.4**	**17.1**	**29.4**	**35.1**	**49.1**	**63.6**	**2,834,391**	**1,470,082**	**.0803**
nonmetropolitan	229.7	84.5	10.8	1.8	29.4	17.1	29.4	35.1	49.1	63.6	2,834,391	1,470,082	.0803
NORFOLK-PORTSMOUTH-NEWPORT NEWS-HAMPTON	**1,691.1**	**604.4**	**500.1**	**36.2**	**257.8**	**130.1**	**214.6**	**318.1**	**347.4**	**362.7**	**22,257,599**	**11,459,143**	**.6204**
metropolitan	1,447.2	511.9	417.8	34.5	223.1	110.5	193.5	280.6	297.1	289.2	19,448,668	10,037,389	.5401
nonmetropolitan	243.9	92.5	82.3	1.7	34.7	19.6	21.1	37.5	50.3	73.5	2,808,931	1,421,754	.0803
RICHMOND	**1,163.5**	**440.8**	**351.6**	**11.0**	**161.6**	**88.7**	**115.5**	**198.3**	**265.7**	**298.6**	**16,957,731**	**8,035,757**	**.4512**
metropolitan	910.1	348.7	263.5	9.7	127.5	68.6	91.7	162.0	213.7	218.5	13,996,132	6,821,708	.3716
nonmetropolitan	253.4	92.1	88.1	1.3	34.1	20.1	23.8	36.3	52.0	80.1	2,961,599	1,214,049	.0796
ROANOKE-LYNCHBURG	**1,006.5**	**387.1**	**154.4**	**5.4**	**123.1**	**76.6**	**119.9**	**148.6**	**216.9**	**295.2**	**11,962,553**	**6,576,223**	**.3478**
metropolitan	474.9	184.9	92.8	2.7	59.8	36.1	48.0	71.9	104.5	141.7	6,065,456	3,786,388	.1812
nonmetropolitan	531.6	202.2	61.6	2.7	63.3	40.5	71.9	76.7	112.4	153.5	5,897,097	2,789,835	.1666

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S&MM ESTIMATES: 12/31/91

STATE S&MM/ARBITRON MEDIA MARKET (ADI)	POPULATION: Total Pop. (Thous.)	Households (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	Population by Age Group (Thous.): 2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	EFFECTIVE BUYING INCOME: Total EBI ($000)	RETAIL SALES: Total Retail Sales ($000)	BUYING POWER INDEX
WASHINGTON													
SEATTLE-TACOMA	**3,645.9**	**1,418.5**	**145.3**	**117.3**	**535.4**	**270.4**	**350.7**	**644.1**	**862.3**	**866.4**	**60,347,020**	**28,737,330**	**1.5699**
metropolitan	3,137.7	1,220.8	141.8	96.0	458.5	229.6	311.1	572.6	752.7	711.6	53,606,712	25,556,203	1.3869
nonmetropolitan	508.2	197.7	3.5	21.3	76.9	40.8	39.6	71.5	109.6	154.8	6,740,308	3,181,127	.1830
SPOKANE	**838.7**	**322.1**	**7.2**	**31.2**	**129.7**	**72.5**	**85.3**	**123.0**	**181.8**	**221.2**	**10,495,397**	**5,692,507**	**.3009**
metropolitan	365.4	143.4	5.3	7.3	55.5	30.0	37.1	57.9	80.0	93.5	4,909,450	3,118,833	.1460
nonmetropolitan	473.3	178.7	1.9	23.9	74.2	42.5	48.2	65.1	101.8	127.7	5,585,947	2,573,674	.1549
YAKIMA-PASCO-RICHLAND-KENNEWICK	**481.0**	**172.8**	**6.6**	**81.6**	**81.1**	**44.1**	**47.1**	**71.9**	**100.3**	**119.6**	**5,774,222**	**3,193,954**	**.1677**
metropolitan	343.9	121.9	5.3	69.4	60.8	32.8	30.8	52.3	72.0	82.4	4,191,318	2,343,232	.1218
nonmetropolitan	137.1	50.9	1.3	12.2	20.3	11.3	16.3	19.6	28.3	37.2	1,582,904	850,722	.0459
WEST VIRGINIA													
BLUEFIELD-BECKLEY-OAK HILL	**359.4**	**137.2**	**20.7**	**1.4**	**47.9**	**35.9**	**30.7**	**48.8**	**78.5**	**109.2**	**3,586,789**	**2,067,421**	**.1106**
nonmetropolitan	359.4	137.2	20.7	1.4	47.9	35.9	30.7	48.8	78.5	109.2	3,586,789	2,067,421	.1106
CHARLESTON-HUNTINGTON	**1,264.0**	**475.2**	**29.6**	**4.1**	**176.8**	**118.6**	**126.3**	**184.7**	**270.0**	**355.0**	**13,398,522**	**7,224,383**	**.3984**
metropolitan	560.9	219.7	20.9	2.2	73.8	48.7	51.6	81.2	123.1	168.4	6,864,882	3,722,484	.1974
nonmetropolitan	703.1	255.5	8.7	1.9	103.0	69.9	74.7	103.5	146.9	186.6	6,533,640	3,501,899	.2010
CLARKSBURG-WESTON	**266.7**	**102.0**	**3.5**	**1.6**	**35.4**	**23.5**	**25.4**	**36.2**	**55.7**	**84.2**	**2,673,698**	**1,472,219**	**.0812**
nonmetropolitan	266.7	102.0	3.5	1.6	35.4	23.5	25.4	36.2	55.7	84.2	2,673,698	1,472,219	.0812
PARKERSBURG	**148.6**	**57.7**	**1.6**	**.4**	**20.5**	**12.9**	**13.1**	**21.7**	**32.9**	**43.6**	**1,850,848**	**1,085,469**	**.0543**
metropolitan	148.6	57.7	1.6	.4	20.5	12.9	13.1	21.7	32.9	43.6	1,850,848	1,085,469	.0543
WHEELING-STEUBENVILLE	**399.6**	**154.5**	**9.0**	**1.3**	**53.6**	**34.6**	**33.8**	**53.9**	**84.1**	**129.7**	**4,648,875**	**2,305,623**	**.1317**
metropolitan	289.7	113.0	7.9	1.1	37.4	24.6	24.9	38.7	61.2	95.9	3,475,798	1,776,613	.0986
nonmetropolitan	109.9	41.5	1.1	.2	16.2	10.0	8.9	15.2	22.9	33.8	1,173,077	529,010	.0331

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S&MM ESTIMATES: 12/31/91	POPULATION										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thous.)								
STATE S&MM/ARBITRON MEDIA MARKET (ADI)	Total Pop. (Thous.)	House-holds (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	**BUYING POWER INDEX**
WISCONSIN													
GREEN BAY-APPLETON	**1,031.7**	**385.2**	**2.9**	**7.6**	**159.9**	**87.8**	**94.8**	**165.0**	**214.0**	**279.6**	**13,676,352**	**7,129,637**	**.3816**
metropolitan	518.4	191.5	2.2	4.0	80.9	42.7	55.0	90.5	110.1	122.8	7,429,210	4,215,612	.2098
nonmetropolitan	513.3	193.7	.7	3.6	79.0	45.1	39.8	74.5	103.9	156.8	6,247,142	2,914,025	.1718
LA CROSSE-EAU CLAIRE	**455.6**	**168.6**	**1.4**	**2.5**	**69.5**	**37.5**	**54.0**	**66.8**	**91.0**	**123.4**	**5,461,325**	**3,020,505**	**.1587**
metropolitan	239.0	88.6	.8	1.3	35.6	18.7	33.5	36.2	48.4	59.5	2,995,194	1,923,480	.0907
nonmetropolitan	216.6	80.0	.6	1.2	33.9	18.8	20.5	30.6	42.6	63.9	2,466,131	1,097,025	.0680
MADISON	**727.1**	**278.3**	**19.1**	**9.1**	**105.2**	**55.2**	**86.1**	**125.4**	**158.2**	**175.4**	**10,709,505**	**6,137,240**	**.3022**
metropolitan	514.2	198.0	18.6	8.0	71.7	36.7	70.1	93.8	115.0	111.3	8,059,695	4,249,959	.2187
nonmetropolitan	212.9	80.3	.5	1.1	33.5	18.5	16.0	31.6	43.2	64.1	2,649,810	1,887,281	.0835
MILWAUKEE	**2,080.1**	**773.6**	**234.6**	**74.5**	**315.9**	**169.7**	**201.7**	**348.2**	**440.2**	**537.7**	**31,101,242**	**14,769,959**	**.8244**
metropolitan	1,857.6	694.5	232.7	70.2	283.1	151.6	177.5	313.8	394.2	476.9	28,069,934	13,545,978	.7460
nonmetropolitan	222.5	79.1	1.9	4.3	32.8	18.1	24.2	34.4	46.0	60.8	3,031,308	1,223,981	.0784
WAUSAU-RHINELANDER	**441.8**	**163.4**	**1.2**	**2.5**	**68.4**	**38.5**	**39.7**	**66.2**	**89.0**	**127.4**	**5,493,005**	**2,967,749**	**.1577**
metropolitan	116.9	42.1	.1	.5	18.9	10.6	10.3	18.7	25.2	29.7	1,563,652	794,910	.0433
nonmetropolitan	324.9	121.3	1.1	2.0	49.5	27.9	29.4	47.5	63.8	97.7	3,929,353	2,172,839	.1144
WYOMING													
CASPER-RIVERTON	**108.6**	**41.1**	**.6**	**4.1**	**19.0**	**10.4**	**8.1**	**16.6**	**24.3**	**26.8**	**1,428,820**	**701,518**	**.0393**
metropolitan	60.1	23.5	.5	2.2	10.3	5.4	4.8	9.7	13.5	14.5	862,403	460,991	.0238
nonmetropolitan	48.5	17.6	.1	1.9	8.7	5.0	3.3	6.9	10.8	12.3	566,417	240,527	.0155
CHEYENNE-SCOTTSBLUFF (STERLING)	**109.9**	**42.6**	**2.4**	**12.6**	**17.5**	**9.7**	**9.8**	**17.5**	**23.9**	**27.9**	**1,504,329**	**837,537**	**.0425**
metropolitan	74.1	28.5	2.4	7.3	11.9	6.3	7.1	12.7	16.5	17.1	1,063,711	549,806	.0291
nonmetropolitan	35.8	14.1	.0	5.3	5.6	3.4	2.7	4.8	7.4	10.8	440,618	287,731	.0134
TOTAL UNITED STATES ADIs	**251,920.8**	**93,114.9**	**31,291.3**	**23,409.0**	**36,661.4**	**20,269.1**	**26,119.9**	**42,224.7**	**54,054.8**	**64,520.3**	**3,599,881,590**	**1,808,233,974**	**99.2094**

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SECTION III:

1996 METRO MARKET PROJECTIONS

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Regional and State Summaries for 1996 Projections

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
REGION State	12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	Average Household EBI 1996	1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	Retail Sales Per Household 1996	1991	1996
NEW ENGLAND	**13,338.6**	**13,549.3**	**1.6**	**5,100.2**	**2.2**	**306,888,055**	**34.1**	**45,863**	**60,172**	**141,670,298**	**27.7**	**22,236**	**27,777**	**5.9473**	**5.7210**
Connecticut	3,313.9	3,359.3	1.4	1,266.3	2.2	88,234,300	33.4	53,363	69,679	31,450,750	18.5	21,415	24,837	1.5854	1.4923
Maine	1,247.9	1,289.5	3.3	494.3	4.4	23,350,023	39.1	35,435	47,239	12,591,230	24.8	21,309	25,473	.4896	.4767
Massachusetts	6,048.3	6,058.7	.2	2,270.3	.6	137,828,498	31.8	46,360	60,709	70,014,593	34.4	23,084	30,839	2.7376	2.6447
New Hampshire	1,143.6	1,225.0	7.1	457.4	7.8	27,049,347	42.0	44,909	59,137	13,772,889	25.1	25,946	30,111	.5270	.5221
Rhode Island	1,012.1	1,023.4	1.1	386.8	1.6	19,610,814	35.8	37,933	50,700	8,323,224	23.1	17,753	21,518	.3846	.3686
Vermont	572.8	593.4	3.6	225.1	4.8	10,815,073	38.7	36,308	48,046	5,517,612	24.0	20,716	24,512	.2229	.2166
MIDDLE ATLANTIC	**37,947.9**	**38,770.9**	**2.2**	**14,380.6**	**2.5**	**830,344,413**	**31.3**	**45,066**	**57,741**	**335,418,133**	**25.8**	**19,004**	**23,324**	**15.8607**	**15.0579**
New Jersey	7,813.5	7,998.7	2.4	2,894.2	2.7	208,193,807	34.2	55,057	71,935	79,078,446	25.1	22,428	27,323	3.7379	3.5853
New York	18,166.3	18,585.7	2.3	6,825.9	2.2	386,405,330	29.3	44,767	56,609	156,326,894	27.7	18,337	22,902	7.4575	7.0510
Pennsylvania	11,968.1	12,186.5	1.8	4,660.5	2.8	235,745,276	32.4	39,294	50,584	100,012,793	23.6	17,856	21,460	4.6653	4.4216
EAST NORTH CENTRAL	**42,359.5**	**43,401.2**	**2.5**	**16,229.9**	**3.2**	**834,149,117**	**34.8**	**39,348**	**51,396**	**414,821,026**	**36.5**	**19,222**	**25,559**	**16.6412**	**16.4036**
Illinois	11,511.8	11,766.7	2.2	4,329.3	2.5	250,944,893	33.5	44,498	57,964	114,459,106	35.1	20,058	26,438	4.8229	4.7129
Indiana	5,594.4	5,753.2	2.8	2,161.4	3.7	103,128,340	37.0	36,113	47,714	56,567,294	41.8	19,132	26,172	2.1074	2.1210
Michigan	9,382.2	9,628.4	2.6	3,574.9	3.5	181,853,643	35.0	39,011	50,870	89,327,823	31.8	19,626	24,988	3.6620	3.5753
Ohio	10,918.7	11,123.7	1.9	4,229.3	2.7	203,617,979	34.3	36,844	48,145	107,302,208	40.6	18,534	25,371	4.1514	4.1170
Wisconsin	4,952.4	5,129.2	3.6	1,935.0	4.7	94,604,262	36.8	37,435	48,891	47,164,595	34.1	19,041	24,374	1.8975	1.8774
WEST NORTH CENTRAL	**17,849.4**	**18,353.7**	**2.8**	**7,069.4**	**4.0**	**338,683,325**	**36.1**	**36,610**	**47,908**	**182,471,414**	**42.0**	**18,900**	**25,811**	**6.8616**	**6.8855**
Iowa	2,778.1	2,809.4	1.1	1,092.3	2.4	50,744,400	34.7	35,320	46,456	27,861,841	42.8	18,288	25,507	1.0456	1.0425
Kansas	2,506.5	2,578.5	2.9	994.1	3.9	48,940,206	36.2	37,544	49,231	24,249,286	41.3	17,931	24,393	.9621	.9637
Minnesota	4,457.2	4,662.9	4.6	1,774.0	5.6	88,583,714	38.8	37,988	49,934	51,942,320	47.7	20,921	29,280	1.7865	1.8415
Missouri	5,184.8	5,337.0	2.9	2,066.8	4.0	96,421,960	34.5	36,076	46,653	49,193,244	35.0	18,334	23,802	1.9700	1.9354
Nebraska	1,586.0	1,612.2	1.7	623.8	3.0	30,332,876	35.5	36,943	48,626	15,325,709	43.3	17,649	24,568	.6012	.6020
North Dakota	634.3	628.7	–.9	244.0	1.5	10,885,191	35.9	33,333	44,611	6,781,406	45.2	19,434	27,793	.2343	.2354
South Dakota	702.5	725.0	3.2	274.4	4.8	12,774,978	35.9	35,882	46,556	7,117,608	45.6	18,663	25,939	.2619	.2650
SOUTH ATLANTIC	**44,874.0**	**48,005.1**	**7.0**	**18,258.4**	**7.9**	**899,204,708**	**41.4**	**37,390**	**48,981**	**447,850,868**	**36.2**	**19,227**	**24,395**	**17.4816**	**17.7825**
Delaware	684.1	726.7	6.2	271.4	7.1	14,454,377	38.5	41,183	53,259	7,971,296	31.5	23,907	29,371	.2938	.2918
District of Columbia	597.4	565.0	–5.4	233.6	–4.6	13,758,203	28.0	43,922	58,896	4,305,578	19.4	14,732	18,431	.2508	.2284
Florida	13,492.9	14,759.5	9.4	5,910.8	10.3	284,583,487	45.9	36,393	48,146	159,610,569	45.7	20,446	27,003	5.4837	5.8118
Georgia	6,708.7	7,233.2	7.8	2,661.3	8.6	124,946,219	40.8	36,199	46,949	62,470,271	33.2	19,136	23,474	2.4916	2.5161
Maryland	4,915.9	5,256.4	6.9	1,930.8	7.4	111,191,184	35.4	45,712	57,588	45,979,032	26.4	20,248	23,813	2.0884	2.0340
North Carolina	6,777.2	7,175.2	5.9	2,766.0	7.2	124,052,221	41.2	34,068	44,849	61,131,413	32.7	17,862	22,101	2.4717	2.4868
South Carolina	3,565.4	3,764.4	5.6	1,377.8	6.9	60,821,293	42.7	33,071	44,144	33,770,238	39.4	18,795	24,510	1.2514	1.2838
Virginia	6,348.1	6,726.9	6.0	2,504.2	6.6	137,670,205	39.7	41,953	54,976	58,785,108	28.4	19,485	23,475	2.5765	2.5574
West Virginia	1,784.3	1,797.8	.8	702.5	2.3	27,727,519	39.8	28,876	39,470	13,827,363	36.3	14,777	19,683	.5737	.5724
EAST SOUTH CENTRAL	**15,345.5**	**15,828.8**	**3.1**	**5,972.1**	**4.4**	**260,474,046**	**41.2**	**32,257**	**43,615**	**131,344,913**	**35.0**	**17,010**	**21,993**	**5.2871**	**5.3151**
Alabama	4,089.4	4,219.4	3.2	1,594.4	4.5	68,820,302	39.3	32,383	43,164	33,916,009	29.8	17,130	21,272	1.4153	1.3976
Kentucky	3,704.2	3,763.9	1.6	1,424.9	2.6	62,974,580	41.2	32,116	44,196	33,555,408	39.2	17,358	23,549	1.2868	1.3021
Mississippi	2,591.8	2,644.7	2.0	946.7	3.1	37,714,692	42.0	28,938	39,838	18,114,452	32.3	14,916	19,134	.7861	.7851
Tennessee	4,960.1	5,200.8	4.9	2,006.1	6.2	90,954,472	42.2	33,873	45,344	45,759,044	37.1	17,677	22,810	1.7989	1.8303
WEST SOUTH CENTRAL	**27,205.7**	**28,700.1**	**5.5**	**10,438.0**	**6.1**	**505,090,610**	**42.2**	**36,087**	**48,390**	**277,049,440**	**45.1**	**19,404**	**26,542**	**10.0518**	**10.4275**
Arkansas	2,374.8	2,449.4	3.1	940.9	4.3	37,885,695	38.6	30,317	40,265	21,984,705	41.1	17,281	23,366	.8105	.8189
Louisiana	4,238.4	4,362.4	2.9	1,560.3	3.7	71,726,713	41.6	33,660	45,970	41,362,412	42.6	19,271	26,509	1.4910	1.5268
Oklahoma	3,157.8	3,225.5	2.1	1,243.8	2.7	51,369,329	38.6	30,594	41,300	27,852,847	37.9	16,678	22,393	1.0786	1.0797
Texas	17,434.7	18,662.8	7.0	6,693.0	7.6	344,108,873	43.3	38,580	51,413	185,849,476	47.3	20,275	27,768	6.6717	7.0021
MOUNTAIN	**14,103.3**	**15,326.7**	**8.7**	**5,713.1**	**9.8**	**272,924,883**	**45.8**	**35,973**	**47,772**	**138,887,762**	**43.9**	**18,546**	**24,310**	**5.2111**	**5.4899**
Arizona	3,825.5	4,238.4	10.8	1,605.0	12.2	71,318,058	46.4	34,048	44,435	39,954,161	48.6	18,797	24,894	1.3978	1.4965
Colorado	3,367.9	3,581.0	6.3	1,412.4	7.6	74,484,121	45.3	39,056	52,736	36,766,143	45.8	19,207	26,031	1.3684	1.4392
Idaho	1,023.2	1,089.8	6.5	395.9	7.8	18,306,784	42.7	34,927	46,241	8,745,255	41.2	16,853	22,090	.3548	.3660
Montana	801.4	820.3	2.4	318.3	3.6	14,274,644	39.0	33,410	44,847	7,863,943	43.7	17,810	24,706	.2911	.2957
Nevada	1,301.4	1,529.4	17.5	593.0	17.7	29,800,378	53.9	38,425	50,254	13,816,333	40.6	19,496	23,299	.5242	.5723
New Mexico	1,561.4	1,685.8	8.0	612.4	9.3	25,919,533	42.4	32,485	42,325	13,368,344	38.6	17,217	21,829	.5260	.5408
Utah	1,770.2	1,913.9	8.1	599.5	8.7	29,851,387	46.9	36,856	49,794	14,389,822	37.7	18,958	24,003	.5842	.6087
Wyoming	452.3	468.1	3.5	176.6	4.6	8,969,978	45.0	36,619	50,792	3,983,761	42.6	16,543	22,558	.1646	.1707
PACIFIC	**40,605.2**	**44,270.7**	**9.0**	**15,614.4**	**8.7**	**886,813,682**	**39.1**	**44,386**	**56,795**	**409,444,672**	**37.4**	**20,750**	**26,222**	**16.6576**	**16.9170**
Alaska	570.2	643.4	12.8	222.8	13.7	14,995,377	47.4	51,932	67,304	6,785,543	43.2	24,197	30,456	.2594	.2765
California	30,975.0	33,877.1	9.4	11,681.6	8.8	678,499,181	38.3	45,689	58,083	297,017,343	34.5	20,563	25,426	12.6608	12.7469
Hawaii	1,138.1	1,224.8	7.6	401.6	9.4	26,673,242	41.0	51,531	66,417	16,468,633	44.3	31,095	41,008	.5312	.5511
Oregon	2,912.8	3,141.2	7.8	1,227.0	8.5	57,732,379	44.9	35,234	47,052	34,543,088	48.5	20,575	28,152	1.1470	1.2162
Washington	5,009.1	5,384.2	7.5	2,081.4	8.0	108,913,503	40.0	40,368	52,327	54,630,065	44.8	19,575	26,247	2.0592	2.1263
TOTAL UNITED STATES	**253,629.1**	**266,206.5**	**5.0**	**98,876.1**	**5.5**	**5,134,572,789**	**37.7**	**39,806**	**51,929**	**2,478,958,526**	**36.1**	**19,443**	**25,071**	**100.0000**	**100.0000**

1996 Projections

S&MM ESTIMATES

METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	Average Household EBI 1996	1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	Retail Sales Per Household 1996	1991	1996
ALABAMA															
ANNISTON	116.7	117.6	.8	43.7	1.4	1,808,686	36.6	30,722	41,389	929,620	26.6	17,038	21,273	.0390	.0376
Calhoun	116.7	117.6	.8	43.7	1.4	1,808,686	36.6	30,722	41,389	929,620	26.6	17,038	21,273	.0390	.0376
BIRMINGHAM	917.1	943.6	2.9	363.2	4.0	17,920,967	41.4	36,311	49,342	8,450,206	26.9	19,081	23,266	.3522	.3474
Blount	39.7	41.1	3.5	15.3	3.4	505,846	23.7	27,627	33,062	192,409	29.5	10,039	12,576	.0112	.0103
Jefferson	652.3	654.2	.3	255.7	1.5	12,709,266	38.3	36,459	49,704	6,886,231	25.3	21,815	26,931	.2652	.2561
St. Clair	52.2	59.1	13.2	21.2	14.6	958,963	57.6	32,887	45,234	293,722	50.8	10,532	13,855	.0155	.0173
Shelby	105.0	120.5	14.8	44.7	17.3	2,764,211	58.2	45,858	61,839	495,894	37.8	9,442	11,094	.0376	.0420
Walker	67.9	68.7	1.2	26.3	2.3	982,661	35.7	28,174	37,364	581,950	26.4	17,913	22,127	.0227	.0217
DECATUR	102.8	110.7	7.7	42.5	9.3	2,048,684	47.5	35,696	48,204	950,683	28.5	19,025	22,369	.0389	.0397
Morgan	102.8	110.7	7.7	42.5	9.3	2,048,684	47.5	35,696	48,204	950,683	28.5	19,025	22,369	.0389	.0397
DOTHAN	133.0	138.2	3.9	52.0	5.5	2,315,013	42.0	33,066	44,519	1,305,136	26.4	20,950	25,099	.0494	.0486
Dale	50.2	51.6	2.8	18.5	3.9	831,986	42.3	32,850	44,972	211,168	23.1	9,641	11,414	.0147	.0145
Houston	82.8	86.6	4.6	33.5	6.3	1,483,027	41.9	33,189	44,269	1,093,968	27.0	27,340	32,656	.0347	.0341
FLORENCE	131.3	131.7	.3	52.1	2.0	2,013,485	29.0	30,553	38,647	1,251,391	37.0	17,871	24,019	.0463	.0447
Colbert	51.4	50.7	−1.4	20.0	.0	697,309	18.6	29,391	34,865	464,343	31.2	17,694	23,217	.0177	.0163
Lauderdale	79.9	81.0	1.4	32.1	3.2	1,316,176	35.2	31,300	41,002	787,048	40.7	17,984	24,519	.0286	.0284
GADSDEN	99.8	99.9	.1	39.2	1.3	1,302,907	19.5	28,181	33,237	775,347	19.8	16,718	19,779	.0331	.0296
Etowah	99.8	99.9	.1	39.2	1.3	1,302,907	19.5	28,181	33,237	775,347	19.8	16,718	19,779	.0331	.0296
HUNTSVILLE	248.2	274.8	10.7	107.3	12.8	6,064,311	52.2	41,891	56,517	2,691,958	38.9	20,379	25,088	.1051	.1122
Madison	248.2	274.8	10.7	107.3	12.8	6,064,311	52.2	41,891	56,517	2,691,958	38.9	20,379	25,088	.1051	.1122
MOBILE	483.7	502.8	3.9	186.6	5.6	8,103,715	40.9	32,554	43,428	4,510,124	37.1	18,615	24,170	.1696	.1713
Baldwin	101.8	111.9	9.9	43.1	11.9	2,000,217	51.2	34,350	46,409	924,610	44.1	16,665	21,453	.0364	.0391
Mobile	381.9	390.9	2.4	143.5	3.8	6,103,498	37.8	32,054	42,533	3,585,514	35.4	19,159	24,986	.1332	.1322
MONTGOMERY	298.9	312.2	4.4	113.6	5.8	5,592,839	43.7	36,246	49,233	2,825,857	32.2	19,899	24,876	.1109	.1120
Autauga	35.2	38.6	9.7	13.6	11.5	606,562	47.2	33,772	44,600	331,888	51.4	17,966	24,404	.0119	.0128
Elmore	50.8	54.5	7.3	18.6	8.8	870,003	48.0	34,377	46,774	254,600	39.0	10,708	13,688	.0149	.0156
Montgomery	212.9	219.1	2.9	81.4	4.2	4,116,274	42.3	37,041	50,568	2,239,369	29.1	22,213	27,511	.0841	.0836
TUSCALOOSA	153.4	160.4	4.6	59.8	6.0	2,692,576	44.3	33,091	45,026	1,315,758	25.1	18,642	22,003	.0545	.0542
Tuscaloosa	153.4	160.4	4.6	59.8	6.0	2,692,576	44.3	33,091	45,026	1,315,758	25.1	18,642	22,003	.0545	.0542
TOTAL METRO COUNTIES	2,732.3	2,841.2	4.0	1,078.9	5.4	50,581,047	41.8	34,843	46,882	25,208,485	30.6	18,861	23,365	1.0121	1.0105
TOTAL STATE	4,089.4	4,219.4	3.2	1,594.4	4.5	68,820,302	39.3	32,383	43,164	33,916,009	29.8	17,130	21,272	1.4153	1.3976
ALASKA															
ANCHORAGE	232.4	259.3	11.6	95.4	12.4	6,846,330	48.1	54,432	71,764	3,543,591	40.7	29,668	37,145	.1217	.1291
Anchorage	232.4	259.3	11.6	95.4	12.4	6,846,330	48.1	54,432	71,764	3,543,591	40.7	29,668	37,145	.1217	.1291
TOTAL METRO COUNTIES	232.4	259.3	11.6	95.4	12.4	6,846,330	48.1	54,432	71,764	3,543,591	40.7	29,668	37,145	.1217	.1291
TOTAL STATE	570.2	643.4	12.8	222.8	13.7	14,995,377	47.4	51,932	67,304	6,785,543	43.2	24,197	30,456	.2594	.2765
ARIZONA															
PHOENIX	2,224.8	2,498.6	12.3	964.8	13.7	46,208,006	47.8	36,858	47,894	26,369,677	52.9	20,322	27,332	.8787	.9568
Maricopa	2,224.8	2,498.6	12.3	964.8	13.7	46,208,006	47.8	36,858	47,894	26,369,677	52.9	20,322	27,332	.8787	.9568
TUCSON	690.5	754.5	9.3	300.8	10.5	11,622,928	37.0	31,178	38,640	6,538,028	38.9	17,300	21,735	.2457	.2489
Pima	690.5	754.5	9.3	300.8	10.5	11,622,928	37.0	31,178	38,640	6,538,028	38.9	17,300	21,735	.2457	.2489
YUMA	112.1	122.1	8.9	40.4	9.5	1,658,941	47.9	30,388	41,063	986,731	39.6	19,154	24,425	.0355	.0374
Yuma	112.1	122.1	8.9	40.4	9.5	1,658,941	47.9	30,388	41,063	986,751	39.6	19,154	24,425	.0355	.0374
TOTAL METRO COUNTIES	3,027.4	3,375.2	11.5	1,306.0	12.8	59,489,875	45.5	35,316	45,551	33,894,456	49.6	19,575	25,953	1.1599	1.2431
TOTAL STATE	3,825.5	4,238.4	10.8	1,605.0	12.2	71,318,058	46.4	34,048	44,435	39,954,161	48.6	18,797	24,894	1.3978	1.4965
ARKANSAS															
FAYETTEVILLE–SPRINGDALE	116.6	126.0	8.1	49.2	10.1	1,986,754	38.7	32,051	40,381	1,497,519	46.6	22,854	30,437	.0453	.0470
Washington	116.6	126.0	8.1	49.2	10.1	1,986,754	38.7	32,051	40,381	1,497,519	46.6	22,854	30,437	.0453	.0470
FORT SMITH	180.1	193.6	7.5	74.3	8.5	2,926,500	39.5	30,617	39,388	1,883,555	42.0	19,371	25,351	.0642	.0659
Crawford	44.1	49.0	11.1	17.9	12.6	694,126	48.5	29,398	38,778	299,884	47.4	12,794	16,753	.0131	.0141
Sebastian	101.1	105.8	4.6	42.3	6.0	1,734,482	32.4	32,829	41,004	1,383,584	42.1	24,407	32,709	.0415	.0417
Sequoyah, Okla.	*34.9*	*38.8*	*11.2*	*14.1*	*11.0*	*497,892*	*55.6*	*25,194*	*35,311*	*200,087*	*33.7*	*11,783*	*14,191*	*.0096*	*.0101*
LITTLE ROCK–NORTH LITTLE ROCK	521.2	544.4	4.5	209.5	5.4	10,161,246	40.8	36,316	48,502	5,889,445	41.2	20,994	28,112	.2064	.2109
Faulkner	63.1	71.6	13.5	25.7	14.2	1,153,772	57.4	32,581	44,894	527,779	51.0	15,533	20,536	.0205	.0230
Lonoke	40.4	43.8	8.4	15.8	10.5	641,658	43.5	31,275	40,611	225,271	41.8	11,106	14,258	.0118	.0122
Pulaski	351.1	355.0	1.1	140.9	2.2	7,234,833	38.7	37,832	51,347	4,761,298	40.4	24,598	33,792	.1534	.1546
Saline	66.6	74.0	11.1	27.1	12.9	1,130,983	38.1	34,113	41,734	375,097	38.3	11,298	13,841	.0207	.0211
PINE BLUFF	85.9	86.5	.7	30.8	2.3	1,185,117	30.9	30,075	38,478	748,156	33.8	18,578	24,291	.0281	.0272
Jefferson	85.9	86.5	.7	30.8	2.3	1,185,117	30.9	30,075	38,478	748,156	33.8	18,578	24,291	.0281	.0272
TEXARKANA	120.8	122.5	1.4	46.2	2.2	1,942,874	34.3	31,995	42,054	1,276,556	38.3	20,427	27,631	.0442	.0434
Miller	38.7	39.6	2.3	14.9	3.5	553,983	36.1	28,267	37,180	329,382	45.2	15,751	22,106	.0122	.0123
Bowie, Tex.	*82.1*	*82.9*	*1.0*	*31.3*	*1.6*	*1,388,891*	*33.7*	*33,738*	*44,374*	*947,174*	*36.0*	*22,614*	*30,261*	*.0320*	*.0311*
TOTAL METRO COUNTIES	958.2	1,004.2	4.8	383.0	6.1	17,081,457	39.2	33,972	44,599	10,654,763	41.0	20,926	27,819	.3643	.3708
TOTAL STATE	2,374.8	2,449.4	3.1	940.9	4.3	37,885,695	38.6	30,317	40,265	21,984,705	41.1	17,281	23,366	.8105	.8189

1996 PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
METRO AREA County	12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	Average Household EBI 1996	1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	Retail Sales Per Household 1996	1991	1996
CALIFORNIA															
ANAHEIM–SANTA ANA	2,510.6	2,797.0	11.4	933.4	9.5	65,794,165	39.3	55,427	70,489	25,785,455	25.0	24,209	27,625	1.1711	1.1630
Orange	2,510.6	2,797.0	11.4	933.4	9.5	65,794,165	39.3	55,427	70,489	25,785,455	25.0	24,209	27,625	1.1711	1.1630
BAKERSFIELD	581.5	678.4	16.7	223.4	15.6	10,642,276	50.3	36,641	47,638	5,587,628	58.5	18,236	25,012	.1988	.2222
Kern	581.5	678.4	16.7	223.4	15.6	10,642,276	50.3	36,641	47,638	5,587,628	58.5	18,236	25,012	.1988	.2222
CHICO	190.1	213.6	12.4	84.8	13.4	3,220,840	40.5	30,658	37,982	1,566,449	37.4	15,237	18,472	.0644	.0665
Butte	190.1	213.6	12.4	84.8	13.4	3,220,840	40.5	30,658	37,982	1,566,449	37.4	15,237	18,472	.0644	.0665
FRESNO	709.4	826.2	16.5	272.4	16.6	12,423,339	49.3	35,606	45,607	6,470,126	48.0	18,703	23,752	.2395	.2613
Fresno	709.4	826.2	16.5	272.4	16.6	12,423,339	49.3	35,606	45,607	6,470,126	48.0	18,703	23,752	.2395	.2613
LOS ANGELES–LONG BEACH	9,087.0	9,656.5	6.3	3,235.3	6.1	189,640,807	34.6	46,203	58,616	86,066,771	32.8	21,257	26,602	3.6730	3.6137
Los Angeles	9,087.0	9,656.5	6.3	3,235.3	6.1	189,640,807	34.6	46,203	58,616	86,066,771	32.8	21,257	26,602	3.6730	3.6137
LOS ANGELES–ANAHEIM–RIVERSIDE CONSOLIDATED AREA	*15,109.6*	*16,463.3*	*9.0*	*5,487.1*	*8.3*	*327,696,601*	*37.4*	*47,080*	*59,721*	*141,863,283*	*31.8*	*21,257*	*25,854*	*6.1611*	*6.1448*
MERCED	186.7	211.0	13.0	64.6	12.3	2,871,413	45.0	34,435	44,449	1,269,310	46.8	15,036	19,649	.0555	.0590
Merced	186.7	211.0	13.0	64.6	12.3	2,871,413	45.0	34,435	44,449	1,269,310	46.8	15,036	19,649	.0555	.0590
MODESTO	394.6	445.5	12.9	149.3	12.3	7,234,848	44.8	37,597	48,458	3,486,740	37.1	19,137	23,354	.1400	.1462
Stanislaus	394.6	445.5	12.9	149.3	12.3	7,234,848	44.8	37,597	48,458	3,486,740	37.1	19,137	23,354	.1400	.1462
OAKLAND	2,149.1	2,324.4	8.2	862.4	7.7	55,456,536	41.0	49,156	64,305	21,700,180	35.4	20,031	25,163	.9611	.9773
Alameda	1,311.9	1,403.2	7.0	518.5	6.2	31,621,502	39.9	46,305	60,987	13,321,218	33.4	20,449	25,692	.5711	.5746
Contra Costa	837.2	921.2	10.0	343.9	10.2	23,835,034	42.4	53,616	69,308	8,378,962	38.6	19,376	24,365	.3900	.4027
OXNARD–VENTURA	688.3	725.6	5.4	231.1	4.2	15,731,027	33.4	53,167	68,070	6,855,452	29.0	23,958	29,664	.2998	.2907
Ventura	688.3	725.6	5.4	231.1	4.2	15,731,027	33.4	53,167	68,070	6,855,452	29.0	23,958	29,664	.2998	.2907
REDDING	156.4	179.5	14.8	69.3	16.3	2,743,176	42.6	32,283	39,584	1,537,109	36.6	18,886	22,181	.0567	.0588
Shasta	156.4	179.5	14.8	69.3	16.3	2,743,176	42.6	32,283	39,584	1,537,109	36.6	18,886	22,181	.0567	.0588
RIVERSIDE–SAN BERNARDINO	2,823.7	3,284.2	16.3	1,087.3	15.5	56,530,602	46.7	40,931	51,992	23,155,605	37.2	17,924	21,296	1.0172	1.0774
Riverside	1,290.0	1,507.7	16.9	511.6	15.9	27,014,486	47.3	41,562	52,804	10,012,933	32.2	17,159	19,572	.4723	.4975
San Bernardino	1,533.7	1,776.5	15.8	575.7	15.1	29,516,116	46.2	40,374	51,270	13,142,672	41.3	18,599	22,829	.5449	.5799
SACRAMENTO	1,569.8	1,787.6	13.9	671.2	14.0	36,406,286	50.4	41,115	54,241	16,504,353	43.4	19,555	24,589	.6383	.6885
El Dorado	136.6	163.1	19.4	60.7	19.7	3,502,418	61.9	42,676	57,700	1,086,385	40.9	15,213	17,898	.0525	.0596
Placer	186.4	217.5	16.7	81.4	17.6	5,087,395	58.1	46,514	62,499	2,223,990	40.8	22,833	27,322	.0839	.0927
Sacramento	1,098.8	1,237.8	12.7	468.1	12.7	25,008,161	48.7	40,486	53,425	11,911,378	43.5	19,980	25,446	.4491	.4807
Yolo	148.0	169.2	14.3	61.0	14.4	2,808,312	40.4	37,523	46,038	1,282,600	49.3	16,116	21,026	.0528	.0555
SALINAS–SEASIDE–MONTEREY	367.4	388.5	5.7	121.5	4.8	7,074,043	34.6	45,344	58,223	2,975,657	27.5	20,143	24,491	.1379	.1340
Monterey	367.4	388.5	5.7	121.5	4.8	7,074,043	34.6	45,344	58,223	2,975,657	27.5	20,143	24,491	.1379	.1340
SAN DIEGO	2,604.4	2,810.0	7.9	984.3	6.9	54,364,829	33.1	44,363	55,232	24,472,894	30.8	20,325	24,863	1.0612	1.0367
San Diego	2,604.4	2,810.0	7.9	984.3	6.9	54,364,829	33.1	44,363	55,232	24,472,894	30.8	20,325	24,863	1.0612	1.0367
SAN FRANCISCO	1,631.2	1,723.9	5.7	677.2	4.4	44,889,574	32.0	52,411	66,287	20,865,878	36.1	23,639	30,812	.8371	.8192
Marin	235.9	259.4	10.0	106.8	9.8	9,463,721	48.0	65,725	88,612	3,196,102	35.7	24,208	29,926	.1431	.1504
San Francisco	726.5	735.3	1.2	302.4	–.5	16,892,620	23.9	44,848	55,862	8,857,772	31.2	22,203	29,292	.3513	.3269
San Mateo	668.8	729.2	9.0	268.0	8.3	18,533,233	32.7	56,469	69,154	8,812,004	41.5	25,180	32,881	.3427	.3419

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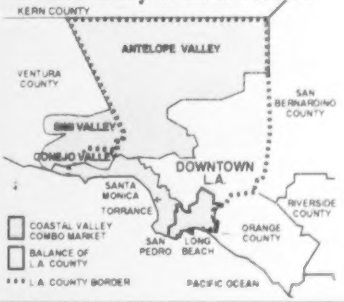

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1996 PROJECTIONS

CAL. (cont.)

S&MM ESTIMATES

	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
METRO AREA County	12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	Average Household EBI 1996	1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	Retail Sales Per Household 1996	1991	1996
SAN FRANCISCO-OAKLAND-SAN JOSE CONSOLIDATED AREA	*6,434.8*	*6,908.7*	*7.4*	*2,534.1*	*6.4*	*165,041,784*	*36.2*	*50,885*	*65,128*	*69,212,859*	*34.3*	*21,656*	*27,313*	*2.9808*	*2.9639*
SAN JOSE	**1,532.8**	**1,626.4**	**6.1**	**551.2**	**4.5**	**40,116,325**	**34.5**	**56,546**	**72,780**	**15,947,415**	**29.4**	**23,362**	**28,932**	**.7236**	**.7058**
Santa Clara	1,532.8	1,626.4	6.1	551.2	4.5	40,116,325	34.5	56,546	72,780	15,947,415	29.4	23,362	28,932	.7236	.7058
SANTA BARBARA-SANTA MARIA-LOMPOC	**378.8**	**406.7**	**7.4**	**141.0**	**6.6**	**8,512,464**	**35.7**	**47,407**	**60,372**	**4,130,903**	**45.1**	**21,524**	**29,297**	**.1609**	**.1634**
Santa Barbara	378.8	406.7	7.4	141.0	6.6	8,512,464	35.7	47,407	60,372	4,130,903	45.1	21,524	29,297	.1609	.1634
SANTA CRUZ	**234.5**	**239.7**	**2.2**	**86.1**	**1.8**	**5,280,089**	**33.1**	**46,901**	**61,325**	**2,581,926**	**35.9**	**22,458**	**29,988**	**.1030**	**.1008**
Santa Cruz	234.5	239.7	2.2	86.1	1.8	5,280,089	33.1	46,901	61,325	2,581,926	35.9	22,458	29,988	.1030	.1008
SANTA ROSA-PETALUMA	**407.7**	**457.0**	**12.1**	**174.8**	**12.1**	**9,701,874**	**41.5**	**43,940**	**55,503**	**4,420,403**	**38.9**	**20,394**	**25,288**	**.1764**	**.1822**
Sonoma	407.7	457.0	12.1	174.8	12.1	9,701,874	41.5	43,940	55,503	4,420,403	38.9	20,394	25,288	.1764	.1822
STOCKTON	**501.7**	**554.8**	**10.6**	**178.2**	**8.9**	**8,739,761**	**38.8**	**38,474**	**49,045**	**4,359,813**	**44.2**	**18,486**	**24,466**	**.1738**	**.1796**
San Joaquin	501.7	554.8	10.6	178.2	8.9	8,739,761	38.8	38,474	49,045	4,359,813	44.2	18,486	24,466	.1738	.1796
VALLEJO-FAIRFIELD-NAPA	**479.5**	**537.3**	**12.1**	**182.4**	**11.6**	**9,597,386**	**34.3**	**43,715**	**52,617**	**3,697,057**	**32.7**	**17,036**	**20,269**	**.1796**	**.1786**
Napa	114.3	122.3	7.0	45.5	7.1	2,648,865	35.4	46,027	58,217	991,797	35.2	17,265	21,798	.0474	.0470
Solano	365.2	415.0	13.6	136.9	13.1	6,948,521	33.8	42,903	50,756	2,705,260	31.9	16,955	19,761	.1322	.1316
VISALIA-TULARE-PORTERVILLE	**328.1**	**374.7**	**14.2**	**115.9**	**13.3**	**5,485,674**	**56.7**	**34,218**	**47,331**	**2,374,663**	**43.2**	**16,213**	**20,489**	**.1001**	**.1103**
Tulare	328.1	374.7	14.2	115.9	13.3	5,485,674	56.7	34,218	47,331	2,374,663	43.2	16,213	20,489	.1001	.1103
YUBA CITY	**129.1**	**150.1**	**16.3**	**53.3**	**17.9**	**2,169,843**	**47.4**	**32,572**	**40,710**	**1,017,294**	**48.4**	**15,167**	**19,086**	**.0412**	**.0449**
Sutter	68.3	80.4	17.7	29.0	18.4	1,259,296	46.6	35,065	43,424	629,418	48.6	17,285	21,704	.0239	.0260
Yuba	60.8	69.7	14.6	24.3	17.4	910,547	48.5	29,621	37,471	387,876	48.0	12,660	15,962	.0173	.0189
TOTAL METRO COUNTIES	**29,642.4**	**32,398.6**	**9.3**	**11,150.4**	**8.6**	**654,627,177**	**38.1**	**46,175**	**58,709**	**286,829,081**	**34.3**	**20,801**	**25,724**	**12.2102**	**12.2801**
TOTAL STATE	**30,975.0**	**33,877.1**	**9.4**	**11,681.6**	**8.8**	**678,499,181**	**38.3**	**45,689**	**58,083**	**297,017,343**	**34.5**	**20,563**	**25,426**	**12.6608**	**12.7469**
COLORADO															
BOULDER-LONGMONT	**230.0**	**242.3**	**5.3**	**96.7**	**6.9**	**5,975,984**	**47.0**	**44,915**	**61,799**	**2,828,921**	**40.6**	**22,234**	**29,255**	**.1058**	**.1107**
Boulder	230.0	242.3	5.3	96.7	6.9	5,975,984	47.0	44,915	61,799	2,828,921	40.6	22,234	29,255	.1058	.1107
COLORADO SPRINGS	**414.9**	**464.1**	**11.9**	**174.7**	**13.4**	**8,340,161**	**45.4**	**37,223**	**47,740**	**4,169,255**	**43.8**	**18,821**	**23,865**	**.1574**	**.1665**
El Paso	414.9	464.1	11.9	174.7	13.4	8,340,161	45.4	37,223	47,740	4,169,255	43.8	18,821	23,865	.1574	.1665
DENVER	**1,652.8**	**1,742.0**	**5.4**	**706.0**	**6.6**	**40,926,947**	**45.7**	**42,421**	**57,970**	**19,847,535**	**47.8**	**20,286**	**28,113**	**.7281**	**.7696**
Adams	268.3	277.5	3.4	101.7	4.2	4,968,703	41.3	36,036	48,856	2,809,545	38.4	20,804	27,626	.1017	.1032
Arapahoe	402.9	432.8	7.4	174.4	9.1	12,081,715	53.4	49,287	69,276	6,465,671	55.2	26,065	37,074	.2059	.2285
Denver	467.9	479.3	2.4	219.3	3.8	9,468,697	30.6	34,321	43,177	5,426,689	44.0	17,848	24,746	.1961	.1938
Douglas	65.5	76.7	17.1	27.0	18.9	2,434,189	68.9	63,480	90,155	327,959	57.0	9,199	12,147	.0280	.0335
Jefferson	448.2	475.7	6.1	183.6	7.5	11,973,643	49.6	46,862	65,216	4,817,671	47.9	19,070	26,240	.1964	.2106
DENVER-BOULDER CONSOLIDATED AREA	*1,882.8*	*1,984.3*	*5.4*	*802.7*	*6.7*	*46,902,931*	*45.9*	*42,721*	*58,431*	*22,676,456*	*46.8*	*22,520*	*28,250*	*.8339*	*.8803*
FORT COLLINS-LOVELAND	**196.4**	**223.0**	**13.5**	**85.8**	**15.2**	**4,021,975**	**46.2**	**36,921**	**46,876**	**2,164,032**	**51.3**	**19,204**	**25,222**	**.0759**	**.0822**
Larimer	196.4	223.0	13.5	85.8	15.2	4,021,975	46.2	36,921	46,876	2,164,032	51.3	19,204	25,222	.0759	.0822
GREELEY	**133.6**	**138.7**	**3.8**	**50.6**	**5.2**	**2,354,196**	**46.6**	**33,385**	**46,526**	**1,048,775**	**50.4**	**14,497**	**20,727**	**.0437**	**.0461**
Weld	133.6	138.7	3.8	50.6	5.2	2,354,196	46.6	33,385	46,526	1,048,775	50.4	14,497	20,727	.0437	.0461
PUEBLO	**124.1**	**128.7**	**3.7**	**50.2**	**5.5**	**1,839,234**	**37.9**	**28,024**	**36,638**	**1,201,362**	**48.9**	**16,953**	**23,932**	**.0409**	**.0420**
Pueblo	124.1	128.7	3.7	50.2	5.5	1,839,234	37.9	28,024	36,638	1,201,362	48.9	16,953	23,932	.0409	.0420
TOTAL METRO COUNTIES	**2,751.8**	**2,938.8**	**6.8**	**1,164.0**	**8.1**	**63,458,497**	**45.6**	**40,466**	**54,518**	**31,259,880**	**46.9**	**19,759**	**26,856**	**1.1518**	**1.2171**
TOTAL STATE	**3,267.9**	**3,581.0**	**6.3**	**1,412.4**	**7.6**	**74,484,121**	**45.3**	**39,056**	**52,736**	**36,766,143**	**45.8**	**19,207**	**26,031**	**1.3684**	**1.4392**
CONNECTICUT															
BRIDGEPORT-STAMFORD-NORWALK-DANBURY	**825.3**	**814.5**	**-1.3**	**300.8**	**-1.0**	**26,820,246**	**29.0**	**68,477**	**89,163**	**8,735,711**	**14.3**	**25,155**	**29,042**	**.4699**	**.4282**
Fairfield	825.3	814.5	-1.3	300.8	-1.0	26,820,246	29.0	68,477	89,163	8,735,711	14.3	25,155	29,042	.4699	.4282
HARTFORD-NEW BRITAIN-MIDDLETOWN-BRISTOL	**1,136.9**	**1,159.5**	**2.0**	**440.7**	**2.9**	**29,617,373**	**37.0**	**50,488**	**67,205**	**10,648,799**	**20.1**	**20,709**	**24,163**	**.5256**	**.5042**
Hartford	859.6	870.6	1.3	334.7	2.2	22,146,016	35.3	49,985	66,167	8,402,882	19.0	21,568	25,106	.4034	.3826
Middlesex	145.8	151.7	4.0	58.7	5.4	4,532,349	51.7	53,635	77,212	1,443,641	28.0	20,242	24,594	.0702	.0730
Tolland	131.5	137.2	4.3	47.3	4.6	2,939,008	29.4	50,251	62,135	802,276	17.9	15,061	16,961	.0520	.0486
NEW HAVEN-WATERBURY-MERIDEN	**812.0**	**826.4**	**1.8**	**316.9**	**3.1**	**19,536,652**	**35.4**	**46,935**	**61,649**	**7,700,205**	**21.2**	**20,653**	**24,299**	**.3622**	**.3455**
New Haven	812.0	826.4	1.8	316.9	3.1	19,536,652	35.4	46,935	61,649	7,700,205	21.2	20,653	24,299	.3622	.3455
NEW LONDON-NORWICH	**257.6**	**264.1**	**2.5**	**96.8**	**2.8**	**5,715,753**	**31.9**	**45,992**	**59,047**	**2,167,191**	**17.8**	**19,528**	**22,358**	**.1087**	**.1017**
New London	257.6	264.1	2.5	96.8	2.8	5,715,753	31.9	45,992	59,047	2,167,191	17.8	19,528	22,358	.1087	.1017
TOTAL METRO COUNTIES	**3,031.8**	**3,064.5**	**1.1**	**1,155.2**	**1.9**	**81,690,024**	**33.5**	**53,969**	**70,715**	**29,251,906**	**18.4**	**21,787**	**25,322**	**1.4664**	**1.3796**
TOTAL STATE	**3,313.9**	**3,259.3**	**1.4**	**1,266.2**	**2.2**	**88,234,300**	**33.4**	**53,363**	**69,679**	**31,450,750**	**18.5**	**21,415**	**24,837**	**1.5854**	**1.4923**
DELAWARE															
WILMINGTON	**592.2**	**628.3**	**6.1**	**233.1**	**7.0**	**13,550,122**	**40.3**	**44,331**	**58,130**	**6,100,201**	**26.7**	**22,100**	**26,170**	**.2555**	**.2530**
New Castle	452.4	479.8	6.1	179.9	7.0	10,507,515	38.8	45,012	58,408	4,987,865	25.4	23,651	27,726	.2027	.1987
Cecil, Md.	*74.2*	*82.6*	*11.3*	*28.7*	*11.7*	*1,521,111*	*46.4*	*40,429*	*53,000*	*608,663*	*29.4*	*18,308*	*21,208*	*.0275*	*.0284*
Salem, N. J.	*65.6*	*65.9*	*.5*	*24.5*	*2.1*	*1,521,496*	*44.9*	*43,739*	*62,102*	*503,773*	*37.3*	*15,292*	*20,562*	*.0253*	*.0259*
TOTAL METRO COUNTIES	**452.4**	**479.8**	**6.1**	**179.9**	**7.0**	**10,507,515**	**38.8**	**45,012**	**58,408**	**4,987,865**	**25.4**	**23,651**	**27,726**	**.2027**	**.1987**
TOTAL STATE	**684.1**	**726.7**	**6.2**	**271.4**	**7.1**	**14,454,377**	**38.5**	**41,183**	**53,259**	**7,971,296**	**31.5**	**22,907**	**29,371**	**.2938**	**.2918**

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
METRO AREA County	12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI		1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household			
								1991	1996			1991	1996	1991	1996
DISTRICT OF COLUMBIA															
WASHINGTON	**4,055.2**	**4,383.6**	**8.1**	**1,619.0**	**7.8**	**117,388,367**	**41.8**	**55,132**	**72,507**	**40,911,701**	**28.8**	**21,146**	**25,270**	**1.9533**	**1.9677**
District of Columbia	597.4	565.0	–5.4	233.6	–4.6	13,758,203	28.0	43,922	58,896	4,305,578	19.4	14,732	18,431	.2506	.2284
Calvert, Md.	*55.2*	*64.7*	*17.2*	*21.2*	*16.5*	*1,652,762*	*66.9*	*54,405*	*77,960*	*340,412*	*54.7*	*12,091*	*16,057*	*.0212*	*.0252*
Charles, Md.	*106.7*	*122.3*	*14.6*	*40.4*	*16.1*	*2,330,257*	*40.9*	*47,540*	*57,680*	*981,162*	*44.4*	*19,520*	*24,286*	*.0417*	*.0437*
Frederick, Md.	*156.9*	*174.5*	*11.2*	*61.9*	*12.5*	*3,479,207*	*40.6*	*44,993*	*56,207*	*1,394,489*	*27.3*	*19,915*	*22,528*	*.0637*	*.0638*
Montgomery, Md.	*800.4*	*915.0*	*14.3*	*342.0*	*14.7*	*25,624,487*	*39.2*	*61,753*	*74,925*	*7,977,357*	*28.0*	*20,912*	*23,326*	*.4126*	*.4148*
Prince George's, Md.	*743.9*	*783.1*	*5.3*	*275.8*	*5.1*	*16,396,305*	*33.2*	*46,903*	*59,450*	*7,666,758*	*25.5*	*23,283*	*27,798*	*.3243*	*.3113*
Alexandria city, Va.	*111.8*	*113.4*	*1.4*	*54.1*	*1.3*	*4,167,548*	*44.5*	*54,006*	*77,034*	*1,907,243*	*35.7*	*26,317*	*35,254*	*.0706*	*.0723*
Arlington, Va.	*171.5*	*171.9*	*.2*	*77.6*	*–.9*	*4,988,116*	*20.6*	*52,715*	*64,280*	*1,706,799*	*25.4*	*17,378*	*21,995*	*.0913*	*.0822*
Fairfax, Va.	*858.1*	*955.7*	*11.4*	*339.4*	*11.1*	*33,665,443*	*58.8*	*69,374*	*99,191*	*9,266,278*	*34.5*	*22,551*	*27,302*	*.4655*	*.5119*
Fairfax city, Va.	*19.5*	*18.9*	*–3.1*	*7.2*	*–1.4*	*444,015*	*18.4*	*51,374*	*61,669*	*964,101*	*21.0*	*109,156*	*133,903*	*.0197*	*.0174*
Falls Church city, Va.	*9.6*	*9.6*	*.0*	*4.2*	*.0*	*342,133*	*36.5*	*59,683*	*81,460*	*346,362*	*28.6*	*64,139*	*82,467*	*.0085*	*.0082*
Loudoun, Va.	*91.8*	*106.5*	*16.0*	*38.0*	*16.9*	*2,488,826*	*40.4*	*54,561*	*65,495*	*915,173*	*30.5*	*21,580*	*24,084*	*.0427*	*.0434*
Manassas city, Va.	*30.2*	*35.4*	*17.2*	*11.9*	*16.7*	*858,843*	*55.3*	*54,226*	*72,172*	*813,245*	*36.2*	*58,695*	*68,508*	*.0196*	*.0210*
Manassas Park city, Va.	*6.9*	*7.4*	*7.2*	*2.2*	*.0*	*106,564*	*20.0*	*40,355*	*48,438*	*7,157*	*11.0*	*2,931*	*3,253*	*.0018*	*.0016*
Prince William, Va.	*229.8*	*264.3*	*15.0*	*85.3*	*15.0*	*5,621,440*	*42.2*	*53,261*	*65,902*	*1,924,629*	*29.4*	*20,038*	*22,563*	*.0956*	*.0978*
Stafford, Va.	*65.5*	*75.9*	*15.9*	*24.2*	*16.3*	*1,464,218*	*44.2*	*48,830*	*60,505*	*392,958*	*31.1*	*14,411*	*16,238*	*.0237*	*.0247*
TOTAL METRO COUNTIES	**597.4**	**565.0**	**–5.4**	**233.6**	**–4.6**	**13,758,203**	**28.0**	**43,922**	**58,896**	**4,305,578**	**19.4**	**14,732**	**18,431**	**.2508**	**.2284**
TOTAL STATE	**597.4**	**565.0**	**–5.4**	**233.6**	**–4.6**	**13,758,203**	**28.0**	**43,922**	**58,896**	**4,305,578**	**19.4**	**14,732**	**18,431**	**.2508**	**.2284**
FLORIDA															
BRADENTON	**220.5**	**244.8**	**11.0**	**105.7**	**11.4**	**4,544,668**	**44.7**	**33,094**	**42,996**	**2,386,516**	**42.8**	**17,612**	**22,578**	**.0870**	**.0916**
Manatee	220.5	244.8	11.0	105.7	11.4	4,544,668	44.7	33,094	42,996	2,386,516	42.8	17,612	22,578	.0870	.0916
DAYTONA BEACH	**389.2**	**433.2**	**11.3**	**182.1**	**13.1**	**7,408,245**	**45.5**	**31,634**	**40,682**	**4,512,326**	**50.2**	**18,664**	**24,779**	**.1484**	**.1592**
Volusia	389.2	433.2	11.3	182.1	13.1	7,408,245	45.5	31,634	40,682	4,512,326	50.2	18,664	24,779	.1484	.1592
FORT LAUDERDALE–HOLLYWOOD–POMPANO BEACH	**1,298.2**	**1,397.0**	**7.6**	**594.8**	**8.6**	**33,678,186**	**53.0**	**40,199**	**56,621**	**19,087,907**	**52.8**	**22,813**	**32,091**	**.6032**	**.6638**
Broward	1,298.2	1,397.0	7.6	594.8	8.6	33,678,186	53.0	40,199	56,621	19,087,907	52.8	22,813	32,091	.6032	.6638
FORT MYERS–CAPE CORAL	**357.0**	**412.0**	**15.4**	**172.7**	**15.6**	**8,809,866**	**58.2**	**37,271**	**51,013**	**4,595,225**	**43.4**	**21,455**	**26,608**	**.1557**	**.1724**
Lee	357.0	412.0	15.4	172.7	15.6	8,809,866	58.2	37,271	51,013	4,595,225	43.4	21,455	26,608	.1557	.1724
FORT PIERCE	**267.3**	**307.1**	**14.9**	**123.8**	**14.9**	**6,501,531**	**53.4**	**39,357**	**52,516**	**2,848,123**	**37.8**	**19,192**	**23,006**	**.1120**	**.1209**
Martin	106.8	121.5	13.8	51.5	12.9	3,263,999	54.1	46,443	63,379	1,286,619	33.5	21,136	24,983	.0528	.0565
St. Lucie	160.5	185.6	15.6	72.3	16.4	3,237,532	52.7	34,153	44,779	1,561,504	41.6	17,764	21,598	.0592	.0644
FORT WALTON BEACH	**149.8**	**162.5**	**8.5**	**60.8**	**9.5**	**2,836,825**	**44.8**	**35,295**	**46,658**	**1,895,401**	**55.6**	**21,941**	**31,174**	**.0583**	**.0629**
Okaloosa	149.8	162.5	8.5	60.8	9.5	2,836,825	44.8	35,295	46,658	1,895,401	55.6	21,941	31,174	.0383	.0629
GAINESVILLE	**208.9**	**220.7**	**5.6**	**86.4**	**7.1**	**3,648,200**	**44.2**	**31,341**	**42,225**	**2,533,971**	**52.8**	**20,547**	**29,228**	**.0775**	**.0829**
Alachua	186.2	197.7	6.2	79.1	7.8	3,330,309	45.4	31,210	42,103	2,383,523	54.7	20,993	30,133	.0706	.0763
Bradford	22.7	23.0	1.3	7.3	.0	317,891	33.4	32,655	43,547	150,448	28.3	16,059	20,609	.0069	.0066
JACKSONVILLE	**943.5**	**1,022.8**	**8.4**	**390.7**	**9.3**	**19,246,182**	**45.8**	**36,920**	**49,261**	**11,892,997**	**52.9**	**21,758**	**30,440**	**.3794**	**.4081**
Clay	112.7	130.1	15.4	44.9	15.4	2,358,993	52.4	39,801	52,539	1,273,465	53.5	21,333	28,362	.0432	.0481
Duval	695.8	740.2	6.4	286.1	7.5	13,813,583	44.1	36,014	48,282	9,311,228	53.8	22,745	32,545	.2831	.3028
Nassau	46.0	50.9	10.7	19.0	11.8	800,845	37.3	34,301	42,150	386,488	37.8	16,260	20,341	.0159	.0163
St. Johns	89.0	101.6	14.2	40.7	14.6	2,272,761	53.1	41,816	55,842	921,816	48.8	17,450	22,649	.0372	.0409
LAKELAND–WINTER HAVEN	**418.4**	**451.1**	**7.8**	**175.6**	**8.9**	**7,089,216**	**39.1**	**31,607**	**40,371**	**4,311,870**	**45.0**	**18,442**	**24,555**	**.1503**	**.1552**
Polk	418.4	451.1	7.8	175.6	8.9	7,089,216	39.1	31,607	40,371	4,311,870	45.0	18,442	24,555	.1503	.1552
MELBOURNE–TITUSVILLE–PALM BAY	**419.8**	**473.0**	**12.7**	**195.9**	**15.0**	**9,843,224**	**55.2**	**37,209**	**50,246**	**4,130,874**	**37.2**	**17,669**	**21,087**	**.1677**	**.1815**
Brevard	419.8	473.0	12.7	195.9	15.0	9,843,224	55.2	37,209	50,246	4,130,874	37.2	17,669	21,087	.1677	.1815
MIAMI–HIALEAH	**1,988.4**	**2,101.4**	**5.7**	**752.6**	**6.1**	**35,430,426**	**35.5**	**36,856**	**47,077**	**20,733,023**	**36.1**	**21,476**	**27,549**	**.7583**	**.7538**
Dade	1,988.4	2,101.4	5.7	752.6	6.1	35,430,426	35.5	36,856	47,077	20,733,023	36.1	21,476	27,549	.7583	.7538
MIAMI–FORT LAUDERDALE CONSOLIDATED AREA	***3,286.6***	***3,498.4***	***6.4***	***1,347.4***	***7.2***	***69,108,612***	***43.5***	***38,312***	***51,290***	***39,820,930***	***43.6***	***22,050***	***29,554***	***1.3615***	***1.4176***
NAPLES	**164.1**	**191.1**	**16.5**	**76.8**	**15.8**	**5,403,570**	**59.3**	**51,161**	**70,359**	**2,321,307**	**52.4**	**22,977**	**30,225**	**.0835**	**.0952**
Collier	164.1	191.1	16.5	76.8	15.8	5,403,570	59.3	51,161	70,359	2,321,307	52.4	22,977	30,225	.0835	.0952
OCALA	**206.4**	**236.9**	**14.8**	**96.4**	**15.9**	**2,490,820**	**45.7**	**28,795**	**36,212**	**2,164,579**	**46.0**	**17,823**	**22,454**	**.0727**	**.0779**
Marion	206.4	236.9	14.8	96.4	15.9	3,490,820	45.7	28,795	36,212	2,164,579	46.0	17,823	22,454	.0727	.0779
ORLANDO	**1,139.5**	**1,304.4**	**14.5**	**490.0**	**14.9**	**25,884,886**	**54.3**	**39,348**	**52,826**	**15,736,255**	**50.9**	**24,463**	**32,115**	**.4867**	**.5406**
Orange	717.3	815.4	13.7	308.0	14.2	15,459,954	50.4	38,114	50,195	10,856,088	51.4	26,590	35,247	.3125	.3432
Osceola	117.1	138.8	18.5	50.6	19.1	2,452,908	67.4	34,484	48,476	1,296,623	45.2	21,010	25,625	.0436	.0500
Seminole	305.1	350.2	14.8	131.4	15.1	7,972,024	58.4	44,073	60,670	3,583,544	51.4	20,723	27,272	.1306	.1474
PANAMA CITY	**131.8**	**144.2**	**9.4**	**56.3**	**10.8**	**2,409,935**	**49.2**	**31,806**	**42,805**	**1,675,148**	**44.4**	**22,884**	**29,807**	**.0512**	**.0546**
Bay	131.8	144.2	9.4	56.3	10.8	2,409,935	49.2	31,806	42,805	1,678,148	44.4	22,884	29,807	.0512	.0546
PENSACOLA	**353.8**	**374.5**	**5.9**	**141.4**	**7.1**	**6,479,901**	**47.6**	**33,265**	**45,827**	**3,773,106**	**51.6**	**18,852**	**26,684**	**.1278**	**.1367**
Escambia	268.8	281.8	4.8	107.0	6.2	4,699,202	43.2	32,553	43,918	3,240,379	52.1	21,139	30,284	.1003	.1060
Santa Rosa	85.0	92.7	9.1	34.4	10.3	1,780,699	60.5	35,565	51,765	532,727	48.9	11,465	15,486	.0275	.0307
SARASOTA	**287.8**	**312.4**	**8.5**	**142.3**	**9.3**	**6,849,304**	**35.4**	**38,860**	**48,133**	**3,954,281**	**33.9**	**22,674**	**27,788**	**.1391**	**.1380**
Sarasota	287.8	312.4	8.5	142.3	9.3	6,849,304	35.4	38,860	48,133	3,954,281	33.9	22,674	27,789	.1391	.1380
TALLAHASSEE	**241.8**	**259.1**	**7.2**	**99.4**	**9.0**	**4,749,291**	**49.9**	**34,747**	**47,780**	**2,794,433**	**51.0**	**20,294**	**28,113**	**.0920**	**.0995**
Gadsden	41.5	41.7	.5	13.9	3.0	433,720	26.5	25,397	31,203	264,661	41.1	13,891	19,040	.0110	.0105
Leon	200.3	217.4	8.5	85.5	10.0	4,315,571	52.7	36,372	50,475	2,529,772	52.1	21,407	29,588	.0810	.0890

FLA. (cont.)

S&MM ESTIMATES

METRO AREA County	**POPULATION** 12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	**EFFECTIVE BUYING INCOME** 1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	Average Household EBI 1996	**RETAIL SALES** 1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	Retail Sales Per Household 1996	**BUYING POWER INDEX** 1991	**BUYING POWER INDEX** 1996
TAMPA–ST. PETERSBURG–CLEARWATER	**2,142.5**	**2,292.1**	**7.0**	**971.2**	**7.7**	**42,897,012**	**41.0**	**33,733**	**44,169**	**24,573,869**	**41.2**	**19,302**	**25,303**	**.8633**	**.8873**
Hernando	110.6	130.4	17.9	54.8	18.4	2,025,450	54.2	28,366	36,961	846,106	51.9	12,028	15,440	.0355	.0398
Hillsborough	866.7	930.5	7.4	367.0	8.6	17,181,743	42.0	35,809	46,817	8,555,917	29.6	19,533	23,313	.3393	.3407
Pasco	294.8	327.8	11.2	142.4	11.4	4,949,075	43.2	27,052	34,755	2,837,524	49.9	14,814	19,926	.1008	.1073
Pinellas	870.4	903.4	3.8	407.0	4.5	18,740,744	38.4	34,762	46,046	12,334,322	47.7	21,439	30,305	.3877	3995
WEST PALM BEACH–BOCA RATON–DELRAY BEACH	**926.8**	**1,067.8**	**15.2**	**456.5**	**16.2**	**26,240,059**	**48.9**	**44,848**	**57,481**	**12,927,379**	**51.9**	**21,652**	**28,318**	**.4496**	**.4921**
Palm Beach	926.8	1,067.8	15.2	456.5	16.2	26,240,059	48.9	44,848	57,481	12,927,379	51.9	21,652	28,318	.4496	.4921
TOTAL METRO COUNTIES	**12,255.5**	**13,408.1**	**9.4**	**5,371.4**	**10.3**	**263,441,347**	**46.2**	**36,994**	**49,045**	**148,851,590**	**45.8**	**20,969**	**27,712**	**5.0637**	**5.3742**
TOTAL STATE	**13,492.9**	**14,759.5**	**9.4**	**5,910.8**	**10.3**	**284,583,487**	**45.9**	**36,393**	**48,146**	**159,610,569**	**45.7**	**20,446**	**27,003**	**5.4837**	**5.8118**
GEORGIA															
ALBANY	**111.7**	**108.0**	**–3.3**	**38.5**	**–1.5**	**1,388,258**	**19.6**	**29,680**	**36,059**	**1,013,900**	**23.6**	**20,975**	**26,335**	**.0379**	**.0340**
Dougherty	95.0	90.3	–4.9	32.6	–3.3	1,125,226	15.5	28,920	34,516	995,046	23.2	23,965	30,523	.0339	.0299
Lee	16.7	17.7	6.0	5.9	9.3	263,032	41.5	34,425	44,582	18,854	50.7	2,316	3,196	.0040	.0041
ATHENS	**159.8**	**168.1**	**5.2**	**62.1**	**5.3**	**2,431,014**	**33.4**	**30,883**	**39,147**	**1,476,510**	**40.7**	**17,789**	**23,776**	**.0544**	**.0541**
Clarke	88.6	90.0	1.6	34.7	3.3	1,278,422	28.6	29,597	36,842	1,138,833	40.2	24,173	32,819	.0338	.0331
Jackson	31.1	34.0	9.3	12.1	9.0	513,068	48.9	31,044	42,402	236,312	46.4	14,540	19,530	.0097	.0102
Madison	21.7	23.7	9.2	8.4	6.3	277,402	26.9	27,668	33,024	45,117	36.9	4,171	5,371	.0051	.0050
Oconee	18.4	20.4	10.9	6.9	7.8	362,122	36.9	41,322	52,481	56,248	30.8	6,717	8,152	.0058	.0058
ATLANTA	**3,003.8**	**3,391.5**	**12.9**	**1,269.6**	**13.4**	**71,567,260**	**47.3**	**43,410**	**56,370**	**32,377,147**	**34.2**	**21,557**	**25,502**	**1.2851**	**1.3429**
Barrow	31.3	35.8	14.4	12.7	13.4	501,322	45.7	30,718	39,474	229,045	34.8	15,175	18,035	.0099	.0104
Butts	16.0	17.3	8.1	5.4	10.2	251,536	50.6	34,085	46,581	171,881	59.2	22,030	31,830	.0052	.0058
Cherokee	101.2	124.2	22.7	43.2	23.1	2,345,294	60.2	41,715	54,289	435,818	42.1	8,741	10,088	.0326	.0373
Clayton	187.7	203.4	8.4	73.5	8.9	4,023,449	54.4	38,614	54,741	2,505,484	35.5	27,391	34,088	.0801	.0846

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**Scarborough Study, 1991
***Hills. Co. City County Planning Commission

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S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
METRO AREA County	12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	Average Household EBI 1996	1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	Retail Sales Per Household 1996	1991	1996
Cobb	483.4	565.0	16.9	217.4	17.6	12,092,714	41.2	46,305	55,624	6,036,875	35.5	24,090	27,769	.2263	.2332
Coweta	56.9	65.2	14.6	23.0	15.0	1,162,838	52.4	38,145	50,558	381,216	33.9	14,230	16,575	.0193	.0208
De Kalb	566.4	618.7	9.2	237.9	9.9	13,328,401	43.1	43,027	56,025	6,635,793	27.7	24,002	27,893	.2551	.2565
Douglas	75.3	87.1	15.7	30.2	17.1	1,624,674	54.8	40,687	53,797	896,105	59.2	21,821	29,672	.0293	.0331
Fayette	69.3	84.3	21.6	28.6	22.2	2,026,907	61.4	53,674	70,871	393,097	42.1	11,823	13,745	.0268	.0310
Forsyth	47.8	56.8	18.8	20.8	20.2	1,292,917	70.7	43,787	62,159	319,513	52.6	12,102	15,361	.0174	.0207
Fulton	670.3	711.0	6.1	284.2	6.8	16,492,780	41.0	43,972	58,032	7,282,100	24.2	22,046	25,623	.3062	.3021
Gwinnett	391.4	471.3	20.4	170.6	21.3	10,455,919	56.5	47,526	61,289	4,913,274	52.6	22,903	28,800	.1734	.1966
Henry	64.1	76.8	19.8	26.5	21.0	1,607,180	72.3	42,581	60,648	318,935	46.9	9,912	12,035	.0211	.0253
Newton	43.5	48.4	11.3	17.0	13.3	828,706	60.3	34,470	48,747	300,922	36.5	14,696	17,701	.0140	.0153
Paulding	45.0	53.3	18.4	18.5	19.4	850,799	54.9	35,413	45,957	255,266	37.6	11,972	13,798	.0141	.0153
Rockdale	58.3	68.7	17.8	23.2	17.8	1,250,807	45.4	43,673	53,914	630,716	32.5	24,171	27,186	.0239	.0250
Spalding	55.9	60.3	7.9	21.5	8.0	761,105	28.9	29,662	35,400	493,673	28.4	19,320	22,962	.0186	.0179
Walton	40.0	43.9	9.8	15.4	10.8	670,512	43.5	33,618	43,540	177,434	27.6	10,006	11,522	.0118	.0120
AUGUSTA	404.1	421.2	4.2	152.9	5.2	6,432,498	31.7	33,604	42,070	4,046,912	38.2	20,145	26,468	.1456	.1434
Columbia	70.8	82.8	16.9	27.4	17.1	1,612,179	53.6	44,843	58,839	501,213	48.1	14,460	18,292	.0253	.0280
McDuffie	20.5	21.4	4.4	7.8	5.4	275,527	33.2	27,949	35,324	167,585	19.9	18,885	21,485	.0067	.0063
Richmond	189.1	186.1	-1.6	68.5	-.1	2,716,537	24.8	31,735	39,657	2,274,965	35.2	24,531	33,211	.0718	.0680
Aiken, S. C.	*123.7*	*130.9*	*5.8*	*49.2*	*7.0*	*1,828,255*	*25.8*	*31,584*	*37,160*	*1,103,149*	*43.6*	*16,699*	*22,422*	*.0418*	*.0411*
COLUMBUS	246.7	256.9	4.1	91.1	2.5	3,634,956	32.0	31,404	39,901	2,147,250	27.3	19,232	23,570	.0841	.0805
Chattahoochee	17.0	18.4	8.2	3.1	6.9	178,812	27.6	48,333	57,681	5,993	44.5	1,430	1,933	.0033	.0030
Muscogee	182.3	189.2	3.8	69.1	3.1	2,738,280	29.4	31,573	39,628	1,938,852	27.5	22,704	28,059	.0677	.0643
Russell, Ala.	*47.4*	*49.3*	*4.0*	*18.9*	*6.2*	*717,864*	*44.0*	*28,007*	*37,982*	*202,405*	*25.5*	*9,061*	*10,709*	*.0131*	*.0132*
MACON–WARNER ROBINS	286.8	299.5	4.4	110.8	5.2	4,931,128	36.6	34,273	44,505	2,852,621	33.3	20,325	25,746	.1062	.1051
Bibb	151.9	154.5	1.7	58.6	2.6	2,410,146	27.4	33,138	41,129	1,794,665	30.0	24,181	30,626	.0600	.0568
Houston	92.0	99.7	8.4	36.4	9.0	1,893,954	54.6	36,668	52,032	839,266	40.1	17,938	23,057	.0336	.0360
Jones	21.1	21.6	2.4	8.0	6.7	341,504	27.3	35,764	42,688	32,745	20.6	3,620	4,093	.0057	.0054
Peach	21.8	23.7	8.7	7.8	6.8	285,524	27.5	30,670	36,606	185,945	39.5	18,253	23,839	.0069	.0069
SAVANNAH	247.5	253.9	4.6	96.6	5.6	4,081,803	33.3	33,471	42,255	2,617,668	36.9	20,904	27,098	.0920	.0910
Chatham	220.4	227.8	3.4	85.8	4.4	3,537,871	29.2	33,319	41,234	2,484,661	36.2	22,189	28,959	.0841	.0818
Effingham	27.1	31.1	14.8	10.8	16.1	543,932	68.0	34,813	50,364	133,007	49.8	9,544	12,315	.0079	.0092
TOTAL METRO COUNTIES	4,405.2	4,844.8	10.0	1,798.4	10.6	93,481,120	43.5	40,049	51,980	45,941,419	34.1	21,064	25,546	1.7839	1.8296
TOTAL STATE	6,708.7	7,233.2	7.8	2,661.3	8.6	124,946,219	40.8	36,199	46,949	62,470,271	33.2	19,136	23,474	2.4916	2.5161
HAWAII															
HONOLULU	852.1	897.6	5.3	290.2	7.0	20,242,277	38.3	53,950	69,753	12,461,053	45.6	31,556	42,940	.4043	.4155
Honolulu	852.1	897.6	5.3	290.2	7.0	20,242,277	38.3	53,950	69,753	12,461,053	45.6	31,556	42,940	.4043	.4155
TOTAL METRO COUNTIES	852.1	897.6	5.3	290.2	7.0	20,242,277	38.3	53,950	69,753	12,461,053	45.6	31,556	42,940	.4043	.4155
TOTAL STATE	1,138.1	1,224.8	7.6	401.6	9.4	26,673,242	41.0	51,531	66,417	16,468,633	44.3	31,095	41,008	.5312	.5511
IDAHO															
BOISE	210.9	223.9	6.2	84.9	6.9	4,428,617	38.7	40,216	52,163	2,216,024	42.9	19,527	26,102	.0850	.0868
Ada	210.9	223.9	6.2	84.9	6.9	4,428,617	38.7	40,216	52,163	2,216,024	42.9	19,527	26,102	.0850	.0868
TOTAL METRO COUNTIES	210.9	223.9	6.2	84.9	6.9	4,428,617	38.7	40,216	52,163	2,216,024	42.9	19,527	26,102	.0850	.0868
TOTAL STATE	1,023.2	1,089.8	6.5	395.9	7.8	18,306,784	42.7	34,927	46,241	8,745,255	41.2	16,853	22,090	.3548	.3660
ILLINOIS															
AURORA–ELGIN	371.4	411.1	10.7	138.3	10.6	9,205,458	44.8	50,865	66,562	3,543,427	33.3	21,263	25,621	.1583	.1634
Kane	331.0	367.3	11.0	123.7	11.0	8,064,373	43.9	50,303	65,193	3,348,434	32.8	22,641	27,069	.1428	.1467
Kendall	40.4	43.8	8.4	14.6	7.4	1,141,085	51.3	55,466	78,157	194,993	43.8	9,972	13,356	.0155	.0167
BLOOMINGTON–NORMAL	131.7	137.6	4.5	50.6	6.1	3,080,028	46.9	43,960	60,870	1,625,769	52.3	22,376	32,130	.0561	.0600
McLean	131.7	137.6	4.5	50.6	6.1	3,080,028	46.9	43,960	60,870	1,625,769	52.3	22,376	32,130	.0561	.0600
CHAMPAIGN–URBANA–RANTOUL	173.6	175.8	1.3	65.7	2.0	3,196,695	28.8	38,551	48,656	1,923,095	38.9	21,499	29,271	.0698	.0676
Champaign	173.6	175.8	1.3	65.7	2.0	3,196,695	28.8	38,551	48,656	1,923,095	38.9	21,499	29,271	.0698	.0676
CHICAGO	6,109.5	6,244.3	2.2	2,281.6	2.3	141,508,147	32.6	47,855	62,021	63,645,404	33.5	21,277	27,895	2.6976	2.6172
Cook	5,107.9	5,139.2	.6	1,887.0	.7	110,512,171	29.7	45,449	58,565	47,507,000	28.1	19,790	25,176	2.1558	2.0372
Du Page	810.6	890.9	9.9	320.8	10.7	25,995,824	44.2	62,197	81,034	14,627,475	54.8	32,609	45,597	.4614	.4971
McHenry	191.0	214.2	12.1	73.8	12.5	5,000,152	43.2	53,243	67,753	1,510,929	34.6	17,114	20,473	.0804	.0829
CHICAGO-GARY-LAKE COUNTY CONSOLIDATED AREA	*8,150.0*	*8,410.3*	*3.2*	*3,027.9*	*3.3*	*190,675,784*	*34.7*	*48,319*	*62,973*	*83,854,419*	*35.0*	*21,200*	*27,694*	*3.5648*	*3.5031*
DAVENPORT–ROCK ISLAND–MOLINE	346.5	335.3	-3.2	132.3	-1.9	5,927,086	21.4	36,230	44,800	3,796,521	35.0	20,863	28,696	.1389	.1290
Henry	50.2	47.8	-4.8	18.6	-3.1	745,419	14.0	34,062	40,076	391,920	30.1	15,693	21,071	.0176	.0157
Rock Island	146.1	139.1	-4.8	56.5	-3.3	2,706,691	27.0	36,490	47,906	1,566,661	37.0	19,583	27,729	.0588	.0558
Scott, Iowa	*150.2*	*148.4*	*-1.2*	*57.2*	*.0*	*2,474,976*	*17.9*	*36,691*	*43,269*	*1,837,940*	*34.4*	*23,905*	*32,132*	*.0625*	*.0575*
DECATUR	115.4	110.4	-4.3	43.8	-3.3	1,941,200	15.6	37,075	44,320	1,242,944	30.8	20,977	28,378	.0472	.0423
Macon	115.4	110.4	-4.3	43.8	-3.3	1,941,200	15.6	37,075	44,320	1,242,944	30.8	20,977	28,378	.0472	.0423

1996 PROJECTIONS

ILL. (cont.)

S&MM ESTIMATES

METRO AREA County	**POPULATION** 12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	**EFFECTIVE BUYING INCOME** 1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	Average Household EBI 1996	**RETAIL SALES** 1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	Retail Sales Per Household 1996	**BUYING POWER INDEX** 1991	1996
JOLIET	**398.4**	**424.4**	**6.5**	**140.3**	**6.7**	**8,849,183**	**37.1**	**49,078**	**63,073**	**3,327,482**	**43.3**	**17,602**	**23,717**	**.1562**	**.1581**
Grundy	32.8	33.7	2.7	12.7	4.1	612,694	22.4	41,027	48,244	275,686	39.7	16,172	21,708	.0126	.0117
Will	365.6	390.7	6.9	127.6	7.0	8,236,489	38.4	49,902	64,549	3,051,796	44.1	17,748	23,917	.1436	.1464
KANKAKEE	**96.2**	**96.2**	**.0**	**34.5**	**.0**	**1,567,863**	**24.4**	**36,518**	**45,445**	**939,313**	**37.9**	**19,741**	**27,226**	**.0357**	**.0338**
Kankakee	96.2	96.2	.0	34.5	.0	1,567,863	24.4	36,518	45,445	939,313	37.9	19,741	27,226	.0357	.0338
LAKE COUNTY	**537.1**	**592.4**	**10.3**	**200.3**	**10.7**	**19,250,674**	**53.4**	**69,339**	**96,109**	**7,049,684**	**46.1**	**26,659**	**35,196**	**.2901**	**.3174**
Lake	537.1	592.4	10.3	200.3	10.7	19,250,674	53.4	69,339	96,109	7,049,684	46.1	26,659	35,196	.2901	.3174
PEORIA	**338.3**	**337.2**	**-.3**	**130.5**	**1.0**	**6,260,248**	**25.4**	**38,628**	**47,971**	**3,639,438**	**38.7**	**20,304**	**27,888**	**.1368**	**.1302**
Peoria	181.8	179.1	-1.5	70.2	-.3	3,421,751	25.7	38,658	48,743	2,103,543	38.4	21,589	29,965	.0758	.0721
Tazewell	123.6	124.2	.5	48.3	2.1	2,141,251	20.6	37,525	44,332	1,285,725	37.4	19,787	26,620	.0489	.0457
Woodford	32.9	33.9	3.0	12.0	4.3	697,246	41.0	42,990	58,104	250,170	49.3	14,568	20,848	.0121	.0124
ROCKFORD	**285.6**	**292.0**	**2.2**	**112.0**	**3.2**	**5,765,894**	**29.8**	**40,930**	**51,481**	**3,193,591**	**41.4**	**20,811**	**28,514**	**.1194**	**.1168**
Boone	31.5	33.9	7.6	12.2	8.9	751,942	49.9	44,798	61,635	263,532	43.3	16,418	21,601	.0123	.0131
Winnebago	254.1	258.1	1.6	99.8	2.6	5,013,952	27.3	40,484	50,240	2,930,059	41.3	21,317	29,359	.1071	.1037
SPRINGFIELD	**191.4**	**193.4**	**3.7**	**80.8**	**4.7**	**4,345,057**	**39.1**	**40,452**	**53,775**	**1,879,298**	**24.2**	**19,607**	**23,259**	**.0819**	**.0797**
Menard	11.1	11.1	.0	4.2	.0	210,253	31.5	38,075	50,060	54,095	34.2	9,599	12,880	.0037	.0034
Sangamon	180.3	187.3	3.9	76.6	4.9	4,134,804	39.5	40,589	53,979	1,825,203	23.9	20,183	23,828	.0782	.0763
TOTAL METRO COUNTIES	**9,536.2**	**9,804.5**	**2.8**	**3,575.5**	**3.0**	**218,706,377**	**34.2**	**46,961**	**61,168**	**98,785,944**	**35.0**	**21,091**	**27,629**	**4.1425**	**4.0616**
TOTAL STATE	**11,511.8**	**11,766.7**	**2.2**	**4,329.3**	**2.5**	**250,944,893**	**33.5**	**44,498**	**57,964**	**114,459,106**	**35.1**	**20,058**	**26,438**	**4.8229**	**4.7129**
INDIANA															
ANDERSON	**130.6**	**130.1**	**-.4**	**49.8**	**.4**	**1,926,324**	**19.5**	**32,495**	**38,681**	**1,192,069**	**35.6**	**17,730**	**23,937**	**.0464**	**.0430**
Madison	130.6	130.1	-.4	49.8	.4	1,926,324	19.5	32,495	38,681	1,192,069	35.6	17,730	23,937	.0464	.0430
BLOOMINGTON	**110.7**	**116.5**	**5.2**	**42.8**	**6.7**	**1,729,133**	**30.0**	**33,168**	**40,400**	**1,090,503**	**43.5**	**18,948**	**25,479**	**.0390**	**.0388**
Monroe	110.7	116.5	5.2	42.8	6.7	1,729,133	30.0	33,168	40,400	1,090,503	43.5	18,948	25,479	.0390	.0388
ELKHART–GOSHEN	**159.4**	**167.8**	**5.3**	**61.1**	**5.7**	**3,089,667**	**38.4**	**38,623**	**50,567**	**1,696,389**	**36.0**	**21,582**	**27,764**	**.0630**	**.0633**
Elkhart	159.4	167.8	5.3	61.1	5.7	3,089,667	38.4	38,623	50,567	1,696,389	36.0	21,582	27,764	.0630	.0633
EVANSVILLE	**280.2**	**283.6**	**1.2**	**111.9**	**2.4**	**5,180,818**	**35.9**	**34,879**	**46,299**	**3,037,022**	**43.9**	**19,307**	**27,141**	**.1080**	**.1085**
Posey	25.9	25.8	-.4	9.5	.0	498,546	41.0	37,208	52,479	104,231	26.2	8,694	10,972	.0081	.0081
Vanderburgh	165.1	164.8	-.2	67.9	1.5	3,138,552	36.8	34,287	46,223	2,251,475	45.6	23,109	33,159	.0693	.0702
Warrick	45.9	48.8	6.3	17.3	6.8	778,347	27.1	37,798	44,991	213,297	33.7	9,846	12,329	.0144	.0138
Henderson, Ky.	*43.3*	*44.2*	*2.1*	*17.2*	*3.0*	*765,373*	*38.5*	*33,094*	*44,498*	*468,019*	*45.3*	*19,294*	*27,210*	*.0162*	*.0164*
FORT WAYNE	**369.8**	**388.9**	**5.2**	**147.2**	**6.3**	**7,354,435**	**37.8**	**38,540**	**49,962**	**4,141,124**	**40.8**	**21,232**	**28,133**	**.1492**	**.1509**
Allen	305.2	318.5	4.4	121.3	5.4	6,301,960	38.8	39,435	51,954	3,640,237	40.1	22,567	30,010	.1277	.1293
De Kalb	36.3	39.7	9.4	14.6	11.5	597,967	32.6	34,411	40,957	315,530	49.7	16,090	21,612	.0124	.0126
Whitley	28.3	30.7	8.5	11.3	9.7	454,508	30.6	33,793	40,222	185,357	40.0	12,856	16,403	.0091	.0090
GARY–HAMMOND	**603.0**	**600.6**	**-.4**	**216.8**	**.6**	**9,778,892**	**24.3**	**36,495**	**45,106**	**5,225,034**	**33.7**	**18,126**	**24,101**	**.2174**	**.2037**
Lake	472.1	464.2	-1.7	168.7	-.6	7,446,945	24.1	35,351	44,143	4,207,833	32.1	18,765	24,943	.1701	.1584
Porter	130.9	136.4	4.2	48.1	4.8	2,331,947	24.7	40,727	48,481	1,017,201	40.6	15,766	21,148	.0473	.0453
INDIANAPOLIS	**1,272.8**	**1,335.3**	**4.9**	**517.0**	**5.8**	**28,945,183**	**45.3**	**40,759**	**55,987**	**16,375,703**	**48.0**	**22,640**	**31,674**	**.5497**	**.5802**
Boone	39.1	42.5	8.7	15.8	10.5	1,103,114	59.0	48,527	69,817	324,224	48.4	15,275	20,521	.0159	.0178
Hamilton	115.3	132.6	15.0	47.8	16.0	3,409,071	49.1	55,503	79,319	1,071,444	48.0	17,571	22,415	.0517	.0562
Hancock	46.6	50.5	8.4	18.0	9.8	1,032,467	44.8	43,477	57,359	294,494	41.1	12,724	16,361	.0168	.0173
Hendricks	77.6	82.2	5.9	28.2	5.6	1,594,249	49.9	47,333	67,172	521,948	41.0	13,867	18,509	.0291	.0308
Johnson	90.6	98.1	8.3	35.5	9.9	2,307,814	57.7	45,312	65,009	1,055,767	47.5	22,167	29,740	.0387	.0426
Marion	806.9	831.9	3.1	336.9	4.2	17,290,915	42.2	37,618	51,324	12,440,554	49.3	25,771	36,927	.3638	.3814
Morgan	56.3	56.7	.7	19.7	.0	1,102,185	41.5	39,538	55,948	398,833	33.9	15,119	20,245	.0199	.0199
Shelby	40.4	40.8	1.0	15.1	2.0	805,368	44.6	37,635	53,336	268,439	36.1	13,327	17,777	.0138	.0142
KOKOMO	**96.1**	**94.9**	**-1.2**	**37.2**	**-.3**	**1,618,161**	**20.3**	**36,075**	**43,499**	**1,108,786**	**34.9**	**22,041**	**29,806**	**.0391**	**.0363**
Howard	79.9	78.2	-2.1	31.2	-.3	1,332,482	18.7	35,878	42,708	955,765	34.6	22,690	30,633	.0330	.0305
Tipton	16.2	16.7	3.1	6.0	.0	285,679	28.3	37,099	47,613	153,021	36.7	18,657	25,504	.0061	.0058
LAFAYETTE–WEST LAFAYETTE	**132.3**	**137.5**	**3.9**	**48.9**	**5.6**	**2,643,409**	**49.4**	**38,217**	**54,057**	**1,560,879**	**50.1**	**22,460**	**31,920**	**.0513**	**.0550**
Tippecanoe	132.3	137.5	3.9	48.9	5.6	2,643,409	49.4	38,217	54,057	1,560,879	50.1	22,460	31,920	.0513	.0550
MUNCIE	**119.0**	**118.8**	**-.2**	**45.4**	**.7**	**2,069,576**	**36.9**	**33,508**	**45,585**	**920,406**	**22.2**	**16,700**	**20,273**	**.0421**	**.0402**
Delaware	119.0	118.8	-.2	45.4	.7	2,069,576	36.9	33,508	45,585	920,406	22.2	16,700	20,273	.0421	.0402
SOUTH BEND–MISHAWAKA	**249.5**	**256.1**	**2.6**	**97.1**	**4.1**	**4,728,249**	**38.8**	**36,503**	**48,695**	**2,821,535**	**41.9**	**21,310**	**29,058**	**.0982**	**.0994**
St. Joseph	249.5	256.1	2.6	97.1	4.1	4,728,249	38.8	36,503	48,695	2,821,535	41.9	21,310	29,058	.0982	.0994
TERRE HAUTE	**130.0**	**127.4**	**-2.0**	**47.8**	**-2.0**	**2,127,227**	**33.6**	**32,625**	**44,503**	**2,246,045**	**41.4**	**32,541**	**46,988**	**.0579**	**.0574**
Clay	24.8	25.2	1.6	9.4	.0	349,622	29.3	28,769	37,194	174,345	40.5	13,199	18,547	.0077	.0073
Vigo	105.2	102.2	-2.9	38.4	-2.5	1,777,605	34.5	33,545	46,292	2,071,700	41.5	37,156	53,951	.0502	.0501
TOTAL METRO COUNTIES	**3,834.2**	**3,947.3**	**2.9**	**1,493.1**	**3.9**	**74,513,802**	**37.8**	**37,633**	**49,905**	**43,133,180**	**42.3**	**21,093**	**28,888**	**1.5263**	**1.5443**
TOTAL STATE	**5,594.4**	**5,753.2**	**2.8**	**2,161.4**	**3.7**	**103,128,340**	**37.0**	**36,113**	**47,714**	**56,567,294**	**41.8**	**19,132**	**26,172**	**2.1074**	**2.1210**
IOWA															
CEDAR RAPIDS	**170.5**	**175.7**	**3.0**	**68.8**	**3.9**	**3,724,923**	**36.5**	**41,225**	**54,141**	**2,203,940**	**47.2**	**22,620**	**32,034**	**.0745**	**.0761**
Linn	170.5	175.7	3.0	68.8	3.9	3,724,923	36.5	41,225	54,141	2,203,940	47.2	22,620	32,034	.0745	.0761
DAVENPORT–ROCK ISLAND–MOLINE	**346.5**	**335.3**	**-3.2**	**132.3**	**-1.9**	**5,927,086**	**21.4**	**36,230**	**44,800**	**3,796,521**	**35.0**	**20,863**	**28,696**	**.1389**	**.1290**
Scott	150.2	148.4	-1.2	57.2	.0	2,474,976	17.9	36,691	43,269	1,837,940	34.4	23,905	32,132	.0625	.0575
Henry, Ill.	*50.2*	*47.8*	*-4.8*	*18.6*	*-3.1*	*745,419*	*14.0*	*34,062*	*40,076*	*391,920*	*30.1*	*15,693*	*21,071*	*.0176*	*.0157*
Rock Island, Ill.	*146.1*	*139.1*	*-4.8*	*56.5*	*-3.3*	*2,706,691*	*27.0*	*36,490*	*47,906*	*1,566,661*	*37.0*	*19,583*	*27,729*	*.0588*	*.0558*

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
METRO AREA County	12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	Average Household EBI 1996	1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	Retail Sales Per Household 1996	1991	1996
DES MOINES	**401.3**	**425.4**	**6.0**	**167.3**	**7.6**	**9,241,110**	**42.9**	**41,348**	**55,237**	**5,512,430**	**52.6**	**23,093**	**32,949**	**.1778**	**.1887**
Dallas	30.3	32.2	6.3	12.5	8.7	519,496	28.2	35,244	41,560	206,438	44.1	12,461	16,515	.0101	.0100
Polk	334.2	353.6	5.8	140.9	6.7	8,057,033	44.8	42,147	57,183	5,031,316	53.7	24,806	35,708	.1549	.1659
Warren	36.8	39.6	7.6	13.9	7.8	664,581	33.4	38,614	47,812	274,676	41.5	15,046	19,761	.0128	.0128
DUBUQUE	**86.0**	**84.7**	**–1.5**	**30.6**	**–.3**	**1,431,722**	**26.1**	**36,971**	**46,788**	**1,006,002**	**38.6**	**23,643**	**32,876**	**.0339**	**.0324**
Dubuque	86.0	84.7	–1.5	30.6	–.3	1,431,722	26.1	36,971	46,788	1,006,002	38.6	23,643	32,876	.0339	.0324
IOWA CITY	**98.1**	**103.8**	**5.8**	**39.2**	**6.5**	**2,275,338**	**49.1**	**41,461**	**58,044**	**1,095,360**	**50.9**	**19,719**	**27,943**	**.0401**	**.0432**
Johnson	98.1	103.8	5.8	39.2	6.5	2,275,338	49.1	41,461	58,044	1,095,360	50.9	19,719	27,943	.0401	.0432
SIOUX CITY	**115.7**	**118.7**	**2.6**	**44.7**	**3.5**	**2,155,326**	**40.1**	**35,600**	**48,218**	**1,329,348**	**46.0**	**21,070**	**29,739**	**.0446**	**.0459**
Woodbury	98.9	101.5	2.6	38.7	4.0	1,860,127	40.3	35,647	48,065	1,244,231	47.6	22,660	32,15[illegible]	.0394	.0407
Dakota, Neb.	*16.8*	*17.2*	*2.4*	*6.0*	*.0*	*295,199*	*39.4*	*35,303*	*49,200*	*85,117*	*26.6*	*11,208*	*14,186*	*.0052*	*.0052*
WATERLOO–CEDAR FALLS	**145.2**	**140.6**	**–3.2**	**53.6**	**–1.8**	**2,354,858**	**24.1**	**34,766**	**43,934**	**1,487,059**	**35.9**	**20,039**	**27,744**	**.0550**	**.0514**
Black Hawk	122.6	118.4	–3.4	45.3	–2.2	1,950,355	21.6	34,653	43,054	1,318,917	34.8	21,127	29,115	.0473	.0438
Bremer	22.6	22.2	–1.8	8.3	.0	404,503	37.7	35,395	48,735	168,142	45.0	13,968	20,258	.0077	.0076
TOTAL METRO COUNTIES	**1,232.8**	**1,262.3**	**2.4**	**486.7**	**3.5**	**24,772,244**	**35.8**	**38,792**	**50,898**	**15,257,996**	**45.2**	**22,315**	**31,367**	**.5144**	**.5202**
TOTAL STATE	**2,778.1**	**2,809.4**	**1.1**	**1,092.3**	**2.4**	**50,744,400**	**34.7**	**35,320**	**46,456**	**27,861,841**	**42.8**	**18,288**	**25,507**	**1.0456**	**1.0425**
KANSAS															
KANSAS CITY	**1,607.2**	**1,710.1**	**6.4**	**663.4**	**7.3**	**37,067,544**	**43.0**	**41,915**	**55,875**	**17,558,826**	**39.1**	**20,413**	**26,468**	**.6826**	**.7022**
Johnson	379.8	440.7	16.0	171.7	17.4	12,838,789	56.4	56,096	74,775	5,460,819	47.3	25,343	31,804	.2011	.2243
Leavenworth	66.7	73.2	9.7	22.6	9.7	1,453,398	49.9	47,070	64,310	390,680	35.8	13,962	17,287	.0231	.0245
Miami	24.2	26.2	8.3	9.7	11.5	478,953	45.1	37,938	49,377	165,762	44.9	13,147	17,089	.0082	.0087
Wyandotte	160.8	157.6	–2.0	60.0	–1.6	2,092,629	16.2	29,527	34,877	1,229,864	32.3	15,238	20,498	.0521	.0472
Cass, Mo.	*66.6*	*74.6*	*12.0*	*26.9*	*12.6*	*1,355,102*	*46.4*	*38,739*	*50,376*	*433,585*	*33.7*	*13,567*	*16,118*	*.0230*	*.0241*
Clay, Mo.	*157.1*	*166.6*	*6.0*	*64.8*	*7.3*	*3,182,411*	*28.9*	*40,881*	*49,111*	*2,040,244*	*43.6*	*23,524*	*31,485*	*.0689*	*.0682*
Jackson, Mo.	*637.4*	*646.4*	*1.4*	*260.4*	*2.4*	*13,287,673*	*39.8*	*37,381*	*51,028*	*7,086,247*	*33.6*	*20,850*	*27,213*	*.2651*	*.2636*
Lafayette, Mo.	*31.5*	*32.5*	*3.2*	*12.4*	*4.2*	*529,872*	*35.0*	*32,972*	*42,732*	*167,170*	*38.0*	*10,177*	*13,481*	*.0098*	*.0096*
Platte, Mo.	*60.7*	*68.5*	*12.9*	*26.2*	*12.9*	*1,451,723*	*38.8*	*45,097*	*55,409*	*477,628*	*41.3*	*14,573*	*18,230*	*.0244*	*.0251*
Ray, Mo.	*22.4*	*23.8*	*6.3*	*8.7*	*6.1*	*396,994*	*43.2*	*33,804*	*45,631*	*106,827*	*33.6*	*9,748*	*12,279*	*.0069*	*.0069*
LAWRENCE	**84.5**	**90.4**	**7.0**	**33.8**	**8.7**	**1,507,797**	**38.8**	**34,936**	**44,609**	**791,302**	**51.8**	**16,763**	**23,411**	**.0298**	**.0310**
Douglas	84.5	90.4	7.0	33.8	8.7	1,507,797	38.8	34,936	44,609	791,302	51.8	16,763	23,411	.0298	.0310
TOPEKA	**163.3**	**169.8**	**4.0**	**67.8**	**4.6**	**3,457,614**	**38.4**	**38,551**	**50,997**	**1,917,557**	**43.3**	**20,645**	**28,283**	**.0685**	**.0697**
Shawnee	163.3	169.8	4.0	67.8	4.6	3,457,614	38.4	38,551	50,997	1,917,557	43.3	20,645	28,283	.0685	.0697
WICHITA	**464.4**	**491.4**	**5.8**	**190.8**	**6.6**	**9,753,811**	**37.3**	**39,688**	**51,121**	**5,297,171**	**48.4**	**19,946**	**27,763**	**.1907**	**.1960**
Butler	52.1	55.8	7.1	20.5	7.9	882,521	27.1	36,551	43,050	310,967	36.5	11,994	15,169	.0171	.0165
Sedgwick	412.3	435.6	5.7	170.3	6.4	8,871,290	38.4	40,060	52,092	4,986,204	49.2	20,890	29,279	.1736	.1795
TOTAL METRO COUNTIES	**1,343.7**	**1,449.3**	**7.9**	**556.4**	**8.8**	**31,582,991**	**43.6**	**42,804**	**56,763**	**15,253,155**	**45.7**	**20,467**	**27,414**	**.5735**	**.6014**
TOTAL STATE	**2,506.5**	**2,578.5**	**2.9**	**994.1**	**3.9**	**48,940,206**	**36.2**	**37,544**	**49,231**	**24,249,284**	**41.3**	**17,931**	**24,393**	**.9621**	**.9627**
KENTUCKY															
CLARKSVILLE–HOPKINSVILLE	**172.4**	**180.4**	**4.6**	**60.3**	**5.8**	**2,665,471**	**38.9**	**33,913**	**44,535**	**1,424,002**	**35.0**	**18,500**	**23,615**	**.0570**	**.0568**
Christian	68.1	64.8	–4.8	20.0	–6.1	938,626	29.7	33,983	46,931	411,178	17.4	16,437	20,559	.0208	.0189
Montgomery, Tenn.	*104.3*	*115.6*	*10.8*	*40.3*	*12.9*	*1,746,845*	*44.5*	*33,870*	*43,346*	*1,012,824*	*43.8*	*19,733*	*25,132*	*.0362*	*.0379*
HUNTINGTON–ASHLAND	**311.0**	**311.3**	**.1**	**120.9**	**1.3**	**4,786,075**	**35.8**	**29,546**	**39,587**	**2,489,687**	**31.3**	**15,897**	**20,590**	**.1037**	**.1001**
Boyd	50.7	50.0	–1.4	19.6	–.5	722,485	18.7	30,899	36,861	552,150	21.7	23,040	28,171	.0196	.0174
Carter	24.3	24.3	.0	8.7	.0	332,147	44.6	26,404	38,178	144,849	38.7	12,002	16,649	.0067	.0068
Greenup	36.9	37.8	2.4	14.0	3.7	508,989	23.7	30,476	36,356	133,125	26.1	7,833	9,523	.0101	.0093
Lawrence, Ohio	*42.0*	*42.8*	*1.3*	*23.6*	*2.6*	*921,743*	*43.8*	*27,879*	*39,057*	*365,766*	*47.9*	*10,736*	*15,499*	*.0173*	*.0182*
Cabell, W. Va.	*95.8*	*94.7*	*–1.1*	*38.9*	*.3*	*1,694,851*	*39.7*	*31,273*	*43,569*	*1,128,229*	*28.9*	*22,563*	*29,003*	*.0382*	*.0373*
Wayne, W. Va.	*41.3*	*41.7*	*1.0*	*16.1*	*3.2*	*605,860*	*44.1*	*26,948*	*37,631*	*165,369*	*30.8*	*7,031*	*10,271*	*.0106*	*.0111*
LEXINGTON–FAYETTE	**355.6**	**375.3**	**5.5**	**146.2**	**6.8**	**8,031,156**	**50.8**	**38,905**	**54,930**	**4,148,863**	**36.3**	**22,341**	**28,378**	**.1497**	**.1566**
Bourbon	19.4	20.4	5.2	7.8	6.8	348,036	51.7	31,504	44,723	121,453	28.9	12,909	15,571	.0061	.0064
Clark	29.9	31.3	4.7	11.6	4.5	506,344	38.5	32,935	43,650	311,353	47.0	19,004	26,841	.0108	.0110
Fayette	229.3	239.0	4.2	96.5	5.7	5,505,357	49.8	40,245	57,050	3,193,412	34.2	26,059	33,092	.1066	.1102
Jessamine	31.8	36.0	13.2	12.5	13.6	645,966	60.9	36,492	51,677	238,357	52.6	14,202	19,069	.0104	.0119
Scott	24.8	27.4	10.5	9.9	12.5	565,228	62.7	39,488	57,094	155,032	44.2	12,214	15,660	.0085	.0094
Woodford	20.4	21.2	3.9	7.9	6.8	459,425	49.6	41,514	58,155	129,236	34.8	12,957	16,362	.0073	.0077
LOUISVILLE	**956.6**	**966.1**	**1.0**	**377.2**	**2.1**	**18,789,613**	**37.9**	**36,870**	**49,813**	**10,299,054**	**40.9**	**19,704**	**27,304**	**.3783**	**.3802**
Bullitt	48.6	51.5	6.0	17.3	6.1	834,271	46.1	35,020	48,224	174,802	49.2	7,189	10,104	.0133	.0140
Jefferson	662.2	654.6	–1.1	264.7	.3	13,255,757	35.5	37,066	50,078	7,888,957	40.7	21,243	29,803	.2758	.2738
Oldham	36.2	42.0	16.0	13.2	17.9	815,378	50.0	48,531	61,771	197,890	34.3	13,132	14,992	.0126	.0135
Shelby	25.5	27.9	9.4	10.3	10.8	595,080	60.1	39,956	57,775	176,213	35.6	13,973	17,108	.0091	.0100
Clark, Ind.	*88.0*	*88.8*	*.9*	*33.9*	*1.5*	*1,399,622*	*29.0*	*32,493*	*41,287*	*1,223,367*	*41.4*	*25,902*	*36,088*	*.0357*	*.0351*
Floyd, Ind.	*65.4*	*68.2*	*4.3*	*25.9*	*5.7*	*1,361,359*	*49.4*	*37,194*	*52,542*	*430,442*	*39.7*	*12,580*	*16,619*	*.0224*	*.0236*
Harrison, Ind.	*30.7*	*33.1*	*7.8*	*11.9*	*9.2*	*528,146*	*47.0*	*32,939*	*44,382*	*207,383*	*51.8*	*12,537*	*17,427*	*.0094*	*.0103*
OWENSBORO	**87.4**	**88.1**	**.8**	**34.2**	**3.0**	**1,626,347**	**46.9**	**33,340**	**47,554**	**937,937**	**38.7**	**20,374**	**27,426**	**.0319**	**.0340**
Daviess	87.4	88.1	.8	34.2	3.0	1,626,347	46.9	33,340	47,554	937,937	38.7	20,374	27,426	.0319	.0340
TOTAL METRO COUNTIES	**1,734.9**	**1,761.7**	**2.0**	**677.4**	**3.3**	**34,550,104**	**41.7**	**37,146**	**51,004**	**18,504,360**	**38.5**	**20,013**	**26,874**	**.6797**	**.6889**
TOTAL STATE	**3,704.2**	**3,763.9**	**1.6**	**1,424.9**	**2.6**	**62,974,500**	**41.2**	**33,116**	**44,196**	**33,555,400**	**39.3**	**17,255**	**23,049**	**1.3668**	**1.3091**

S&MM ESTIMATES

METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	Average Household EBI 1996	1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	Retail Sales Per Household 1996	1991	1996
LOUISIANA															
ALEXANDRIA	132.0	136.4	3.3	47.5	3.3	2,137,286	42.4	32,639	44,995	1,498,687	45.6	22,380	31,551	.0475	.0492
Rapides	132.0	136.4	3.3	47.5	3.3	2,137,286	42.4	32,639	44,995	1,498,687	45.6	22,380	31,551	.0475	.0492
BATON ROUGE	533.0	556.3	4.4	200.2	5.2	10,723,354	44.9	38,884	53,563	5,914,155	42.5	21,804	29,541	.2099	.2179
Ascension	59.4	63.7	7.2	21.2	7.6	1,017,885	46.8	35,192	48,013	594,658	53.3	19,694	28,050	.0204	.0219
East Baton Rouge	382.4	397.5	3.9	146.7	4.9	8,280,587	45.6	40,694	56,446	4,787,508	40.6	24,361	32,635	.1626	.1686
Livingston	71.6	74.6	4.2	25.1	4.1	1,142,773	42.4	33,293	45,529	403,271	50.5	11,116	16,067	.0209	.0216
West Baton Rouge	19.6	20.5	4.6	7.2	7.5	282,109	31.2	32,099	39,182	128,718	46.8	13,084	17,878	.0060	.0058
HOUMA-THIBODAUX	182.8	184.8	1.1	61.6	1.7	2,794,202	41.0	32,702	45,360	1,761,215	47.8	19,669	28,591	.0606	.0625
Lafourche	86.0	87.4	1.6	29.6	2.4	1,327,882	42.5	32,251	44,861	685,330	49.3	15,881	23,153	.0269	.0278
Terrebonne	96.8	97.4	.6	32.0	.9	1,466,320	39.7	33,114	45,823	1,075,885	46.8	23,122	33,621	.0337	.0347
LAFAYETTE	209.9	216.8	3.3	79.3	4.9	3,613,285	40.6	33,999	45,565	2,498,355	49.8	22,060	31,505	.0785	.0817
Lafayette	165.7	171.3	3.4	64.1	5.3	3,153,093	43.7	36,038	49,190	2,322,362	52.0	25,091	36,230	.0676	.0717
St. Martin	44.2	45.5	2.9	15.2	3.4	460,192	22.5	25,556	30,276	175,993	26.0	9,504	11,578	.0109	.0100
LAKE CHARLES	170.1	176.8	3.9	63.8	4.9	3,087,638	44.2	35,221	48,396	1,692,436	42.3	19,564	26,527	.0618	.0638
Calcasieu	170.1	176.8	3.9	63.8	4.9	3,087,638	44.2	35,221	48,396	1,692,436	42.3	19,564	26,527	.0618	.0638
MONROE	142.8	144.5	1.2	51.1	1.4	2,271,351	37.3	32,812	44,449	1,841,189	44.2	25,329	36,031	.0544	.0552
Ouachita	142.8	144.5	1.2	51.1	1.4	2,271,351	37.3	32,812	44,449	1,841,189	44.2	25,329	36,031	.0544	.0552
NEW ORLEANS	1,244.0	1,278.7	2.8	473.6	3.6	24,029,489	42.5	36,900	50,738	13,909,614	41.7	21,475	29,370	.4856	.4984
Jefferson	450.9	465.1	3.1	174.4	4.1	9,434,042	43.8	39,146	54,094	6,350,991	41.0	26,879	36,416	.1977	.2038
Orleans	493.3	495.1	.4	188.4	1.0	8,689,448	38.9	33,519	46,122	4,530,883	35.2	17,963	24,049	.1779	.1766
St. Bernard	67.0	68.8	2.7	24.3	4.3	1,123,703	42.1	33,928	46,243	614,141	50.5	17,516	25,273	.0226	.0236
St. Charles	43.1	45.0	4.4	15.5	6.2	816,215	44.2	38,763	52,659	182,168	40.6	8,875	11,753	.0131	.0135
St. John the Baptist	40.7	42.6	4.7	14.0	7.7	590,958	30.7	34,780	42,211	305,410	46.7	16,010	21,815	.0126	.0126
St. Tammany	149.0	162.1	8.8	57.0	9.6	3,375,123	50.5	43,135	59,213	1,926,021	58.7	23,334	33,790	.0617	.0683
SHREVEPORT	336.4	349.4	3.9	131.3	5.2	6,201,299	43.9	34,569	47,230	3,590,379	40.2	20,534	27,345	.1265	.1301
Bossier	87.4	90.9	4.0	32.5	5.2	1,586,547	43.9	35,680	48,817	862,640	45.7	19,158	26,543	.0315	.0327
Caddo	249.0	258.5	3.8	98.8	5.3	4,614,752	43.8	34,203	46,708	2,727,739	38.6	20,987	27,609	.0950	.0974
TOTAL METRO COUNTIES	2,951.0	3,043.7	3.1	1,108.4	4.0	54,857,904	42.8	36,064	49,493	32,706,030	42.9	21,475	29,507	1.1248	1.1580
TOTAL STATE	4,238.4	4,362.4	2.9	1,560.3	3.7	71,726,713	41.6	33,660	45,970	41,362,412	42.6	19,271	26,509	1.4910	1.5268
MAINE															
BANGOR	148.6	152.2	2.4	56.9	3.8	2,571,935	36.1	34,493	45,201	1,529,103	20.3	23,204	26,874	.0580	.0550
Penobscot	148.6	152.2	2.4	56.9	3.8	2,571,935	36.1	34,493	45,201	1,529,103	20.3	23,204	26,874	.0580	.0550
LEWISTON-AUBURN	107.0	111.0	3.7	42.9	5.1	1,954,415	40.1	34,193	45,557	985,043	22.8	19,662	22,961	.0404	.0393
Androscoggin	107.0	111.0	3.7	42.9	5.1	1,954,415	40.1	34,193	45,557	985,043	22.8	19,662	22,961	.0404	.0393
PORTLAND	247.4	257.1	3.9	101.1	5.0	5,479,179	37.4	41,398	54,196	3,734,636	22.1	31,765	36,940	.1233	.1180
Cumberland	247.4	257.1	3.9	101.1	5.0	5,479,179	37.4	41,398	54,196	3,734,636	22.1	31,765	36,940	.1233	.1180
TOTAL METRO COUNTIES	503.0	520.3	3.4	200.9	4.7	10,005,529	37.6	37,894	49,804	6,248,782	21.7	26,747	31,104	.2217	.2123
TOTAL STATE	1,247.9	1,289.5	3.3	494.3	4.4	23,350,023	39.1	35,435	47,239	12,591,230	24.8	21,209	25,473	.4896	.4767
MARYLAND															
BALTIMORE	2,430.9	2,548.1	4.8	949.3	5.7	51,269,990	33.7	42,686	54,008	21,904,004	25.3	19,461	23,074	.9941	.9858
Anne Arundel	439.4	466.3	6.1	164.0	7.0	10,978,238	40.9	50,841	66,940	5,043,173	28.7	25,568	30,751	.2036	.2030
Baltimore	706.5	741.4	4.9	291.9	6.3	16,170,696	30.6	45,062	55,398	8,575,472	23.0	25,370	29,378	.3366	.3169
Baltimore city	730.0	709.6	-2.8	268.5	-2.0	10,208,120	21.1	30,776	38,019	3,549,403	12.0	11,567	13,219	.2228	.1957
Carroll	128.8	143.4	11.3	49.9	12.9	3,076,913	50.1	46,385	61,662	936,557	32.8	15,951	18,769	.0493	.0521
Harford	191.0	216.2	13.2	75.3	13.6	4,389,983	44.6	45,797	58,300	1,761,154	42.2	18,683	23,388	.0762	.0803
Howard	199.6	231.2	15.8	85.1	16.7	5,729,072	39.1	56,498	67,322	1,808,253	37.3	18,067	21,249	.0927	.0950
Queen Anne's	35.6	40.0	12.4	14.6	11.5	716,968	31.8	41,540	49,107	229,992	37.1	12,802	15,753	.0129	.0128
CUMBERLAND	101.5	101.5	.0	40.3	1.8	1,385,703	27.4	27,459	34,385	813,459	26.4	16,248	20,185	.0331	.0309
Allegany	74.3	72.1	-3.0	29.0	-1.4	911,999	16.6	26,600	31,448	700,415	25.0	19,054	24,152	.0256	.0226
Mineral, W. Va.	*27.2*	*29.4*	*8.1*	*11.3*	*10.8*	*473,704*	*55.1*	*29,934*	*41,921*	*113,044*	*35.8*	*8,163*	*10,004*	*.0075*	*.0083*
HAGERSTOWN	122.7	124.9	1.8	45.8	1.3	1,820,218	19.8	33,601	39,743	981,779	13.1	19,207	21,436	.0444	.0390
Washington	122.7	124.9	1.8	45.8	1.3	1,820,218	19.8	33,601	39,743	981,779	13.1	19,207	21,436	.0444	.0390
TOTAL METRO COUNTIES	4,565.2	4,887.3	7.1	1,794.1	7.6	105,006,336	35.4	46,500	58,529	42,555,039	26.2	20,226	23,719	1.9551	1.9046
TOTAL STATE	4,915.9	5,256.4	6.9	1,930.8	7.4	111,191,184	35.4	45,712	57,588	45,979,032	26.4	20,248	23,813	2.0884	2.0340
MASSACHUSETTS															
BOSTON-LAWRENCE-SALEM-LOWELL-BROCKTON	3,785.8	3,741.1	-1.2	1,395.5	-1.0	91,242,875	29.8	49,858	65,384	44,661,482	34.1	23,626	32,004	1.7892	1.7101
Essex	672.3	670.4	-.3	252.4	.2	15,509,107	31.1	46,992	61,447	7,858,347	34.4	23,215	31,134	.3079	.2964
Middlesex	1,398.2	1,380.4	-1.3	514.9	-.8	36,454,891	29.7	54,144	70,800	16,707,418	34.4	23,944	32,448	.6919	.6610
Norfolk	614.2	599.6	-2.4	223.0	-1.8	16,242,359	28.4	55,701	72,836	8,059,453	31.3	27,032	36,141	.3191	.3008
Plymouth	439.8	447.0	1.6	153.4	1.8	9,823,234	34.2	48,590	64,037	5,480,970	35.5	26,851	35,730	.1996	.1956
Suffolk	661.3	643.7	-2.7	251.8	-3.5	13,213,284	27.5	39,740	52,475	6,555,294	35.4	18,563	26,034	.2708	.2563

S&MM ESTIMATES

METRO AREA County	POPULATION 12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	EFFECTIVE BUYING INCOME 1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	Average Household EBI 1996	RETAIL SALES 1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	Retail Sales Per Household 1996	BUYING POWER INDEX 1991	BUYING POWER INDEX 1996
NEW BEDFORD–FALL RIVER–ATTLEBORO	511.4	521.5	2.0	193.8	2.3	9,939,286	35.5	38,725	51,286	5,864,686	36.6	22,663	30,262	.2094	.2070
Bristol	511.4	521.5	2.0	193.8	2.3	9,939,286	35.5	38,725	51,286	5,864,686	36.6	22,663	30,262	.2094	.2070
PITTSFIELD	138.0	132.6	-3.9	52.7	-2.2	2,688,499	27.8	39,015	51,015	1,733,714	37.3	23,423	32,898	.0599	.0570
Berkshire	138.0	132.6	-3.9	52.7	-2.2	2,688,499	27.8	39,015	51,015	1,733,714	37.3	23,423	32,898	.0599	.0570
SPRINGFIELD	607.6	613.6	1.0	226.3	1.8	11,748,021	33.2	39,704	51,913	6,109,067	33.3	20,619	26,995	.2417	.2345
Hampden	460.3	464.4	.9	174.8	1.9	8,850,159	33.3	38,720	50,630	4,937,584	34.2	21,458	28,247	.1859	.1809
Hampshire	147.3	149.2	1.3	51.5	1.6	2,897,862	32.8	43,032	56,269	1,171,483	30.0	17,780	22,747	.0558	.0536
WORCESTER–FITCHBURG–LEOMINSTER	723.0	748.6	3.5	276.8	4.4	15,717,091	37.1	43,233	56,781	7,292,078	32.1	20,808	26,344	.3016	.2976
Worcester	723.0	748.6	3.5	276.8	4.4	15,717,091	37.1	43,233	56,781	7,292,078	32.1	20,808	26,344	.3016	.2976
TOTAL METRO COUNTIES	5,765.8	5,757.4	-.1	2,145.1	.2	131,335,772	31.3	46,725	61,226	65,461,027	34.1	22,874	30,610	2.6019	2.5862
TOTAL STATE	6,048.3	6,058.7	.2	2,270.3	.6	137,828,498	31.8	46,360	60,709	70,014,593	34.4	23,084	30,839	2.7376	2.6447

MICHIGAN

METRO AREA County	12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	Average Household EBI 1996	1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	Retail Sales Per Household 1996	BUYING POWER INDEX 1991	BUYING POWER INDEX 1996
ANN ARBOR	287.5	300.4	4.5	112.1	5.4	6,326,220	30.6	45,514	56,434	3,020,394	25.6	22,602	26,944	.1272	.1207
Washtenaw	287.5	300.4	4.5	112.1	5.4	6,326,220	30.6	45,514	56,434	3,020,394	25.6	22,602	26,944	.1272	.1207
BATTLE CREEK	137.1	141.8	3.4	55.2	5.3	2,470,037	37.0	34,413	44,747	1,606,482	48.4	20,652	29,103	.0527	.0542
Calhoun	137.1	141.8	3.4	55.2	5.3	2,470,037	37.0	34,413	44,747	1,606,482	48.4	20,652	29,103	.0527	.0542
BENTON HARBOR	162.3	166.2	2.4	63.4	3.3	3,003,436	40.2	34,889	47,373	1,648,206	43.5	18,705	25,997	.0605	.0616
Berrien	162.3	166.2	2.4	63.4	3.3	3,003,436	40.2	34,889	47,373	1,648,206	43.5	18,705	25,997	.0605	.0616
DETROIT	4,402.0	4,460.1	1.3	1,661.0	2.1	91,241,351	32.1	42,461	54,932	42,047,745	27.2	20,320	25,215	1.8182	1.7327
Lapeer	76.7	82.5	7.6	27.3	7.9	1,484,168	42.1	41,271	54,365	671,167	48.2	17,897	24,585	.0275	.0288
Livingston	120.1	131.9	9.8	44.3	9.9	2,963,427	43.1	51,370	66,895	699,690	26.9	13,680	15,794	.0461	.0472
Macomb	724.6	743.7	2.6	277.9	3.6	14,879,148	27.9	43,392	53,541	8,752,812	29.6	25,187	31,496	.3245	.3068
Monroe	134.8	138.5	2.7	48.4	3.2	2,305,999	24.7	39,434	47,645	825,161	31.4	13,386	17,049	.0459	.0428
Oakland	1,109.2	1,176.4	6.1	450.2	7.0	34,172,610	46.0	55,634	75,905	14,344,065	29.8	26,263	31,862	.5835	.5948
St. Clair	148.7	158.3	6.5	57.8	7.0	2,846,672	40.9	37,423	49,250	1,235,165	45.8	15,687	21,370	.0528	.0546
Wayne	2,087.9	2,028.8	-2.8	755.1	-2.1	32,589,327	20.5	35,063	43,159	15,519,685	21.5	16,560	20,553	.7379	.6577
DETROIT–ANN ARBOR CONSOLIDATED AREA	*4,689.5*	*4,760.5*	*1.5*	*1,773.1*	*2.3*	*97,567,571*	*32.0*	*42,648*	*55,027*	*45,068,139*	*27.1*	*20,460*	*25,418*	*1.9454*	*1.8534*
FLINT	428.4	422.9	-1.3	160.8	.0	8,282,682	36.6	37,699	51,509	4,028,115	19.7	20,928	25,050	.1705	.1611
Genesee	428.4	422.9	-1.3	160.8	.0	8,282,682	36.6	37,699	51,509	4,028,115	19.7	20,928	25,050	.1705	.1611
GRAND RAPIDS	707.6	762.3	7.7	274.2	9.0	14,930,978	43.8	41,291	54,453	7,603,200	35.7	22,279	27,729	.2873	.2948
Kent	512.6	546.5	6.6	200.9	7.8	10,822,736	43.3	40,540	53,871	5,848,989	33.0	23,608	29,114	.2141	.2173
Ottawa	195.0	215.8	10.7	73.3	12.4	4,108,242	45.1	43,438	56,047	1,754,211	45.6	18,482	23,932	.0732	.0775
JACKSON	152.1	158.9	4.5	57.6	5.7	2,808,299	41.5	36,411	48,755	1,544,565	51.1	18,752	26,815	.0554	.0578
Jackson	152.1	158.9	4.5	57.6	5.7	2,808,299	41.5	36,411	48,755	1,544,565	51.1	18,752	26,815	.0554	.0578
KALAMAZOO	226.1	231.8	2.5	87.6	3.5	4,511,610	35.2	39,455	51,502	2,524,364	40.3	21,268	28,817	.0923	.0920
Kalamazoo	226.1	231.8	2.5	87.6	3.5	4,511,610	35.2	39,455	51,502	2,524,364	40.3	21,268	28,817	.0923	.0920
LANSING–EAST LANSING	437.4	450.8	3.1	165.1	4.0	8,609,668	36.4	39,771	52,148	4,543,665	35.9	21,065	27,521	.1743	.1726
Clinton	59.0	62.4	5.8	22.3	7.7	1,116,627	33.2	40,504	50,073	346,363	24.9	13,400	15,532	.0205	.0196
Eaton	94.9	100.7	6.1	37.2	6.9	2,403,476	55.6	44,392	64,610	995,455	30.6	21,899	26,760	.0408	.0430
Ingham	283.5	287.7	1.5	105.6	2.3	5,089,565	29.6	38,066	48,197	3,201,847	39.0	22,322	30,321	.1130	.1100
MUSKEGON	161.4	168.0	4.1	61.6	5.1	2,707,002	41.2	32,724	43,945	1,329,297	36.4	16,625	21,579	.0544	.0551
Muskegon	161.4	168.0	4.1	61.6	5.1	2,707,002	41.2	32,724	43,945	1,329,297	36.4	16,625	21,579	.0544	.0551
SAGINAW–BAY CITY–MIDLAND	398.8	399.2	.1	150.7	1.5	6,616,289	26.3	35,281	43,904	3,921,920	32.2	19,980	26,025	.1507	.1418
Bay	111.1	110.2	-.8	42.2	.2	1,788,968	25.7	33,795	42,393	1,073,562	30.4	19,555	25,440	.0414	.0387
Midland	77.0	81.2	5.5	30.4	7.0	1,535,999	30.1	41,577	50,526	488,007	32.2	13,002	16,053	.0281	.0269
Saginaw	210.7	207.8	-1.4	78.1	.1	3,291,322	24.9	33,791	42,142	2,360,351	33.0	22,751	30,222	.0812	.0762
TOTAL METRO COUNTIES	7,500.7	7,662.4	2.2	2,849.3	3.1	151,507,572	33.9	40,917	53,174	73,817,953	30.0	20,536	25,907	3.0435	2.9444
TOTAL STATE	9,382.2	9,625.4	2.6	3,574.9	3.5	181,853,643	35.0	39,011	50,870	89,327,823	31.8	19,626	24,988	3.6630	3.5703

MINNESOTA

METRO AREA County	12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	Average Household EBI 1996	1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	Retail Sales Per Household 1996	BUYING POWER INDEX 1991	BUYING POWER INDEX 1996
DULUTH	237.1	229.2	-3.3	92.8	-1.8	3,729,326	30.0	30,362	40,187	2,451,103	37.2	18,902	26,413	.0866	.0833
St. Louis	195.1	185.8	-4.8	75.2	-3.5	3,026,858	27.5	30,471	40,251	2,056,542	37.1	19,255	27,348	.0719	.0684
Douglas, Wisc.	*42.0*	*43.4*	*3.3*	*17.6*	*6.0*	*702,468*	*41.6*	*29,849*	*39,913*	*394,561*	*37.9*	*17,242*	*22,418*	*.0147*	*.0149*
FARGO–MOORHEAD	156.0	163.5	4.8	62.5	6.1	3,087,785	43.8	36,465	49,405	2,124,967	53.1	23,556	33,999	.0641	.0682
Clay	50.7	50.8	.2	17.6	.6	800,654	40.1	32,652	45,492	460,963	46.7	17,950	26,191	.0169	.0172
Cass, N. D.	*105.3*	*112.7*	*7.0*	*44.9*	*8.5*	*2,287,131*	*45.1*	*38,077*	*50,938*	*1,664,004*	*55.0*	*25,929*	*37,060*	*.0472*	*.0510*
MINNEAPOLIS–ST. PAUL	2,547.1	2,760.3	8.4	1,054.4	9.0	59,042,259	41.0	43,280	55,996	33,001,734	49.8	22,080	30,351	1.1138	1.1698
Anoka	254.4	284.8	11.9	96.9	12.5	4,920,948	37.4	41,597	50,784	2,149,341	33.6	18,688	22,181	.0946	.0953
Carver	50.6	58.3	15.2	20.6	17.0	1,243,946	54.7	45,694	60,386	300,627	57.5	10,847	14,594	.0180	.0202
Chisago	31.4	33.8	7.6	11.9	9.2	653,776	57.8	37,999	54,939	243,420	51.3	14,758	20,455	.0107	.0119
Dakota	298.7	352.2	17.9	126.7	18.6	6,995,756	44.8	45,227	55,215	3,576,878	57.1	21,319	28,231	.1257	.1377
Hennepin	1,057.3	1,120.2	5.9	458.6	6.7	25,929,124	27.0	44,042	56,540	15,466,395	49.4	24,084	33,725	.5075	.5238
Isanti	26.7	29.1	9.0	10.1	11.0	544,813	61.2	37,150	53,942	216,893	65.5	14,405	21,475	.0088	.0101
Ramsey	490.0	500.4	2.1	198.7	3.3	11,167,077	43.5	40,455	56,201	7,130,725	50.5	24,631	35,887	.2210	.2327

1996 PROJECTIONS

MINN. (cont.)

S&MM ESTIMATES

METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	Average Household EBI 1996	1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	Retail Sales Per Household 1996	1991	1996
Scott	61.2	70.6	15.4	23.7	15.6	1,309,589	44.1	44,319	55,257	455,342	49.9	14,821	19,213	.0220	.0236
Washington	152.8	171.6	12.3	58.7	13.5	3,485,476	38.6	48,637	59,378	1,308,990	55.1	16,319	22,300	.0596	.0625
Wright	71.5	79.4	11.0	27.0	12.5	1,492,434	59.0	39,111	55,275	700,164	60.3	18,204	25,932	.0254	.0289
St. Croix, Wisc.	*52.5*	*59.9*	*14.1*	*21.5*	*16.2*	*1,299,320*	*57.2*	*44,678*	*60,433*	*452,949*	*43.0*	*17,116*	*21,067*	*.0205*	*.0226*
ROCHESTER	**109.5**	**117.1**	**6.9**	**44.7**	**8.5**	**2,322,145**	**35.3**	**41,666**	**51,950**	**1,585,642**	**49.8**	**25,697**	**35,473**	**.0492**	**.0506**
Olmsted	109.5	117.1	6.9	44.7	8.5	2,322,145	35.3	41,666	51,950	1,585,642	49.8	25,697	35,473	.0492	.0506
ST. CLOUD	**196.0**	**209.7**	**7.0**	**71.7**	**8.3**	**3,279,688**	**40.4**	**35,282**	**45,742**	**3,938,178**	**50.7**	**39,482**	**54,926**	**.0898**	**.0951**
Benton	31.1	33.5	7.7	12.3	8.8	492,990	40.7	30,997	40,080	146,399	40.4	9,227	11,902	.0089	.0090
Sherburne	44.0	49.9	13.4	16.3	14.0	775,584	39.1	38,977	47,582	333,536	51.1	15,435	20,462	.0146	.0153
Stearns	120.9	126.3	4.5	43.1	6.2	2,011,114	40.8	35,172	46,662	3,458,243	51.1	56,372	80,238	.0663	.0708
TOTAL METRO COUNTIES	**3,045.9**	**3,263.8**	**7.2**	**1,242.1**	**7.9**	**67,172,284**	**39.8**	**41,712**	**54,080**	**39,590,100**	**49.2**	**23,036**	**31,874**	**1.3211**	**1.2780**
TOTAL STATE	**4,457.2**	**4,662.9**	**4.6**	**1,774.0**	**5.6**	**88,583,714**	**38.8**	**37,988**	**49,934**	**51,942,320**	**47.7**	**20,921**	**29,280**	**1.7865**	**1.8415**
MISSISSIPPI															
BILOXI–GULFPORT	**198.5**	**202.6**	**2.1**	**74.4**	**3.5**	**3,071,434**	**40.8**	**30,331**	**41,283**	**1,578,586**	**33.7**	**16,420**	**21,218**	**.0644**	**.0642**
Hancock	33.2	37.6	13.3	14.4	16.1	563,671	57.8	28,802	39,144	178,399	43.5	10,023	12,389	.0095	0105
Harrison	165.3	165.0	-.2	60.0	.6	2,507,763	37.5	30,650	41,796	1,400,187	32.6	17,754	23,336	.0549	.0537
JACKSON	**401.3**	**418.7**	**4.3**	**149.5**	**5.0**	**7,732,236**	**47.9**	**36,705**	**51,721**	**4,024,678**	**37.5**	**20,548**	**26,921**	**.1499**	**.1554**
Hinds	253.6	252.6	-.4	90.7	.0	4,660,048	42.1	36,150	51,379	2,882,963	35.3	23,498	31,786	.0990	.0993
Madison	57.0	65.8	15.4	24.2	17.5	1,110,634	56.5	34,453	45,894	569,035	45.5	18,985	23,514	.0205	.0226
Rankin	90.7	100.3	10.6	34.6	11.3	1,961,554	58.4	39,814	56,692	572,680	41.9	12,981	16,551	.0304	.0335
PASCAGOULA	**115.5**	**117.2**	**1.5**	**41.4**	**2.2**	**1,565,343**	**22.0**	**31,671**	**37,810**	**755,985**	**32.8**	**14,054**	**18,261**	**.0356**	**.0331**
Jackson	115.5	117.2	1.5	41.4	2.2	1,565,343	22.0	31,671	37,810	755,985	32.8	14,054	18,261	.0356	.0331
TOTAL METRO COUNTIES	**789.8**	**827.7**	**4.8**	**296.4**	**5.7**	**14,094,274**	**45.5**	**34,553**	**47,552**	**6,776,525**	**36.6**	**17,690**	**22,863**	**.2738**	**.2812**
TOTAL STATE	**2,591.8**	**2,644.7**	**2.0**	**946.7**	**3.1**	**37,714,692**	**42.0**	**28,938**	**39,828**	**18,114,452**	**32.3**	**14,916**	**19,134**	**.7861**	**.7851**
MISSOURI															
COLUMBIA	**114.3**	**118.3**	**3.5**	**44.6**	**4.7**	**2,138,193**	**37.1**	**36,600**	**47,942**	**1,364,419**	**48.1**	**21,630**	**30,592**	**.0452**	**.0462**
Boone	114.3	118.3	3.5	44.6	4.7	2,138,193	37.1	36,600	47,942	1,364,419	48.1	21,630	30,592	.0452	.0462
JOPLIN	**136.4**	**139.7**	**2.4**	**55.2**	**3.0**	**2,077,830**	**31.2**	**29,548**	**37,642**	**1,488,547**	**40.7**	**19,741**	**26,966**	**.0493**	**.0489**
Jasper	91.4	93.3	2.1	37.6	3.0	1,400,327	32.9	28,862	37,243	1,237,238	44.6	23,439	32,905	.0354	.0358
Newton	45.0	46.4	3.1	17.6	2.9	677,503	27.8	31,012	38,494	251,309	24.0	11,848	14,279	.0139	.0131
KANSAS CITY	**1,607.2**	**1,710.1**	**6.4**	**663.4**	**7.3**	**37,067,544**	**43.8**	**41,915**	**55,875**	**17,558,826**	**39.1**	**20,413**	**26,468**	**.6826**	**.7022**
Cass	66.6	74.6	12.0	26.9	12.6	1,355,102	46.4	38,739	50,376	433,585	33.7	13,567	16,118	.0230	.0241
Clay	157.1	166.6	6.0	64.8	7.3	3,182,411	28.9	40,881	49,111	2,040,244	43.6	23,524	31,485	.0689	.0682
Jackson	637.4	646.4	1.4	260.4	2.4	13,287,673	39.8	37,381	51,028	7,086,247	33.6	20,850	27,213	.2651	.2636
Lafayette	31.5	32.5	3.2	12.4	4.2	529,872	35.0	32,972	42,732	167,170	38.0	10,177	13,481	.0098	.0096
Platte	60.7	68.5	12.9	26.2	12.9	1,451,723	38.8	45,097	55,409	477,628	41.3	14,573	18,230	.0244	.0251
Ray	22.4	23.8	6.3	8.7	6.1	396,994	43.2	33,804	45,631	106,827	33.6	9,748	12,279	.0069	.0069
Johnson, Kans.	*379.8*	*440.7*	*16.0*	*171.7*	*17.4*	*12,838,789*	*56.4*	*56,096*	*74,775*	*5,460,819*	*47.3*	*25,343*	*31,804*	*.2011*	*.2243*
Leavenworth, Kans.	*66.7*	*73.2*	*9.7*	*22.6*	*9.7*	*1,453,398*	*49.9*	*47,070*	*64,310*	*390,680*	*35.8*	*13,962*	*17,287*	*.0231*	*.0245*
Miami, Kans.	*24.2*	*26.2*	*8.3*	*9.7*	*11.5*	*478,953*	*45.1*	*37,938*	*49,377*	*165,762*	*44.9*	*13,147*	*17,089*	*.0082*	*.0087*
Wyandotte, Kans.	*160.8*	*157.6*	*-2.0*	*60.0*	*-1.6*	*2,092,629*	*16.2*	*29,527*	*34,877*	*1,229,864*	*32.3*	*15,238*	*20,498*	*.0521*	*.0472*
ST. JOSEPH	**82.7**	**80.4**	**-2.8**	**31.7**	**-1.6**	**1,291,363**	**29.0**	**31,100**	**40,737**	**794,141**	**30.0**	**18,967**	**25,052**	**.0300**	**.0282**
Buchanan	82.7	80.4	-2.8	31.7	-1.6	1,291,363	29.0	31,100	40,737	794,141	30.0	18,967	25,052	.0300	.0282
ST. LOUIS	**2,475.7**	**2,548.0**	**2.9**	**973.3**	**4.0**	**51,475,617**	**33.5**	**41,495**	**52,888**	**24,146,435**	**31.9**	**19,586**	**24,809**	**1.0179**	**.9853**
Franklin	84.2	88.4	5.0	31.2	6.8	1,378,245	36.0	34,718	44,175	647,998	28.9	17,219	20,769	.0284	.0279
Jefferson	177.2	193.4	9.1	67.5	10.1	3,228,022	39.6	37,730	47,823	1,279,211	47.7	14,132	18,951	.0592	.0614
St. Charles	231.5	273.9	18.3	97.2	20.0	5,787,026	54.0	46,383	59,537	2,267,171	46.0	19,174	23,325	.0943	.1044
St. Louis	1,005.2	1,032.3	2.7	402.3	4.3	25,070,781	30.7	49,717	62,319	11,884,229	29.5	23,795	29,541	.4877	.4655
St. Louis city	386.3	362.2	-6.2	153.1	-4.7	5,727,723	25.6	28,369	37,412	3,249,908	34.8	14,999	21,227	.1313	.1225
Clinton, Ill.	*34.2*	*35.2*	*2.9*	*11.7*	*.0*	*374,808*	*31.7*	*37,316*	*49,129*	*228,276*	*38.7*	*14,064*	*19,511*	*.0115*	*.0109*
Jersey, Ill.	*20.7*	*21.3*	*2.9*	*8.0*	*6.7*	*343,982*	*34.3*	*34,158*	*42,998*	*155,606*	*34.5*	*15,431*	*19,451*	*.0070*	*.0069*
Madison, Ill.	*250.7*	*254.7*	*1.6*	*97.6*	*2.3*	*4,411,545*	*24.2*	*37,244*	*45,200*	*2,227,896*	*27.7*	*18,294*	*22,827*	*.0962*	*.0892*
Monroe, Ill.	*23.2*	*25.6*	*10.3*	*9.5*	*11.8*	*509,574*	*44.4*	*41,521*	*53,639*	*208,316*	*46.6*	*16,717*	*21,928*	*.0089*	*.0095*
St. Clair, Ill.	*262.5*	*261.0*	*-.6*	*95.2*	*.0*	*4,443,911*	*29.6*	*36,019*	*46,680*	*1,997,824*	*22.5*	*17,125*	*20,986*	*.0936*	*.0871*
SPRINGFIELD	**248.2**	**264.3**	**6.5**	**102.3**	**6.9**	**4,507,331**	**39.1**	**33,858**	**44,060**	**2,887,372**	**36.8**	**22,009**	**28,225**	**.0978**	**.0987**
Christian	35.1	41.4	17.9	14.9	16.4	591,585	45.7	31,724	39,704	201,064	38.0	11,383	13,494	.0106	.0113
Greene	213.1	222.9	4.6	87.4	5.4	3,915,746	38.2	34,187	44,803	2,686,308	36.7	23,707	30,736	.0872	.0874
TOTAL METRO COUNTIES	**3,441.7**	**3,565.3**	**3.6**	**1,384.5**	**4.6**	**71,410,289**	**35.2**	**39,898**	**51,578**	**36,174,697**	**35.0**	**20,242**	**26,128**	**1.4213**	**1.4012**
TOTAL STATE	**5,184.8**	**5,337.0**	**2.9**	**2,066.8**	**4.0**	**96,421,960**	**34.5**	**36,076**	**46,653**	**49,193,244**	**35.0**	**18,334**	**23,802**	**1.9700**	**1.9384**
MONTANA															
BILLINGS	**112.8**	**111.4**	**-1.2**	**44.5**	**.0**	**2,156,586**	**36.3**	**35,557**	**48,463**	**1,578,470**	**44.3**	**24,584**	**35,471**	**.0481**	**.0485**
Yellowstone	112.8	111.4	-1.2	44.5	.0	2,156,586	36.3	35,557	48,463	1,578,470	44.3	24,584	35,471	.0481	.0485
GREAT FALLS	**77.9**	**79.6**	**2.2**	**31.5**	**4.0**	**1,373,495**	**33.4**	**33,987**	**43,603**	**880,607**	**41.3**	**20,576**	**27,956**	**.0301**	**.0300**
Cascade	77.9	79.6	2.2	31.5	4.0	1,373,495	33.4	33,987	43,603	880,607	41.3	20,576	27,956	.0301	.0300
TOTAL METRO COUNTIES	**190.7**	**191.0**	**.2**	**76.0**	**1.6**	**3,530,081**	**35.1**	**34,921**	**46,448**	**2,459,077**	**43.2**	**22,960**	**32,386**	**.0782**	**.0785**
TOTAL STATE	**801.4**	**820.3**	**2.4**	**318.3**	**3.6**	**14,274,644**	**39.8**	**33,410**	**44,847**	**7,863,943**	**43.7**	**17,810**	**24,706**	**.2911**	**.2967**

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BPI	
								Average Household EBI				Retail Sales Per Household		BUYING POWER INDEX	
METRO AREA County	12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	1996 Total EBI ($000)	% Change 1991-1996	1991	1996	1996 Total Retail Sales ($000)	% Change 1991-1996	1991	1996	1991	1996
NEBRASKA															
LINCOLN	**217.6**	**226.1**	**3.9**	**88.4**	**4.9**	**4,682,964**	**38.3**	**40,163**	**52,975**	**2,350,792**	**48.8**	**18,737**	**26,593**	**.0885**	**.0911**
Lancaster	217.6	226.1	3.9	88.4	4.9	4,682,964	38.3	40,163	52,975	2,350,792	48.8	18,737	26,593	.0885	.0911
OMAHA	**625.9**	**645.1**	**3.1**	**244.2**	**3.8**	**13,212,027**	**35.8**	**41,362**	**54,103**	**7,060,021**	**44.7**	**20,739**	**28,911**	**.2600**	**.2627**
Douglas	420.8	430.7	2.4	168.1	3.3	9,156,146	34.2	41,932	54,468	5,409,499	45.5	22,848	32,180	.1857	.1870
Sarpy	105.6	114.4	8.3	38.1	8.9	2,308,055	45.2	45,427	60,579	696,270	53.0	13,005	18,275	.0372	.0395
Washington	16.9	17.8	5.3	6.7	8.1	338,636	36.5	40,010	50,543	104,118	41.3	11,882	15,540	.0059	.0060
Pottawattamie, Iowa	*82.6*	*82.2*	*-.5*	*31.3*	*.0*	*1,409,190*	*32.0*	*34,117*	*45,022*	*850,134*	*34.6*	*20,181*	*27,161*	*.0312*	*.0302*
TOTAL METRO COUNTIES	**777.7**	**806.2**	**3.7**	**307.3**	**4.5**	**16,781,000**	**36.9**	**41,665**	**54,608**	**8,645,796**	**46.7**	**20,031**	**28,135**	**.3225**	**.3288**
TOTAL STATE	**1,586.0**	**1,612.2**	**1.7**	**623.8**	**3.0**	**30,332,876**	**35.5**	**36,943**	**48,606**	**15,325,709**	**43.3**	**17,649**	**24,568**	**.6012**	**.6020**
NEVADA															
LAS VEGAS	**817.4**	**986.0**	**20.6**	**381.8**	**20.8**	**18,866,599**	**57.1**	**38,007**	**49,415**	**8,322,028**	**39.4**	**18,894**	**21,797**	**.3238**	**.3585**
Clark	817.4	986.0	20.6	381.8	20.8	18,866,599	57.1	38,007	49,415	8,322,028	39.4	18,894	21,797	.3238	.3585
RENO	**266.1**	**295.3**	**11.0**	**118.8**	**11.3**	**6,270,956**	**47.4**	**39,873**	**52,786**	**3,760,726**	**45.5**	**24,224**	**31,656**	**.1206**	**.1287**
Washoe	266.1	295.3	11.0	118.8	11.3	6,270,956	47.4	39,873	52,786	3,760,726	45.5	24,224	31,656	.1206	.1287
TOTAL METRO COUNTIES	**1,083.5**	**1,281.3**	**18.3**	**500.6**	**18.4**	**25,137,555**	**54.6**	**38,478**	**50,215**	**12,082,754**	**41.2**	**20,239**	**24,137**	**.4444**	**.4872**
TOTAL STATE	**1,301.4**	**1,529.4**	**17.5**	**593.0**	**17.7**	**29,800,378**	**53.9**	**38,425**	**50,254**	**13,816,333**	**40.6**	**19,496**	**23,299**	**.5242**	**.5723**
NEW HAMPSHIRE															
MANCHESTER-NASHUA	**347.7**	**380.4**	**9.4**	**142.9**	**10.6**	**9,224,198**	**45.3**	**49,151**	**64,550**	**4,204,639**	**28.2**	**25,378**	**29,424**	**.1666**	**.1692**
Hillsborough	347.7	380.4	9.4	142.9	10.6	9,224,198	45.3	49,151	64,550	4,204,639	28.2	25,378	29,424	.1666	.1692
PORTSMOUTH-DOVER-ROCHESTER	**363.2**	**395.7**	**8.9**	**144.1**	**9.5**	**8,958,166**	**43.8**	**47,341**	**62,166**	**4,464,414**	**26.9**	**26,727**	**30,981**	**.1700**	**.1710**
Rockingham	255.7	279.9	9.5	101.2	9.4	6,631,911	43.7	49,899	65,533	3,497,640	26.8	29,809	34,562	.1274	.1279
Strafford	107.5	115.8	7.7	42.9	9.7	2,326,255	44.1	41,289	54,225	966,774	27.2	19,437	22,536	.0426	.0431
TOTAL METRO COUNTIES	**710.9**	**776.1**	**9.2**	**287.0**	**10.0**	**18,182,364**	**44.5**	**48,238**	**63,353**	**8,669,073**	**27.6**	**26,059**	**30,206**	**.3366**	**.3402**
TOTAL STATE	**1,143.6**	**1,225.0**	**7.1**	**457.4**	**7.8**	**27,049,347**	**42.0**	**44,909**	**59,137**	**13,772,889**	**25.1**	**25,946**	**30,111**	**.5270**	**.5221**
NEW JERSEY															
ATLANTIC CITY	**326.7**	**344.1**	**5.3**	**133.1**	**6.0**	**6,816,750**	**27.1**	**42,685**	**51,215**	**3,693,011**	**19.4**	**24,622**	**27,746**	**.1486**	**.1368**
Atlantic	229.1	240.3	4.9	91.8	5.8	4,739,371	26.2	43,268	51,627	2,481,509	17.4	24,343	27,032	.1032	.0942
Cape May	97.6	103.8	6.4	41.3	6.4	2,077,379	29.4	41,382	50,300	1,211,502	23.7	25,245	29,334	.0454	.0426
BERGEN-PASSAIC	**1,275.7**	**1,264.6**	**-.9**	**457.8**	**-.9**	**36,369,948**	**28.4**	**61,314**	**79,465**	**14,894,287**	**20.9**	**26,681**	**32,534**	**.6834**	**.6294**
Bergen	822.2	812.7	-1.2	305.6	-.7	26,776,698	29.6	67,121	87,620	10,560,600	22.1	28,113	34,557	.4843	.4497
Passaic	453.5	451.9	-.4	152.2	-1.3	9,593,250	25.1	49,728	63,031	4,333,687	18.0	23,822	28,474	.1991	.1797
JERSEY CITY	**548.9**	**536.8**	**-2.2**	**199.0**	**-3.2**	**11,556,746**	**32.2**	**42,528**	**58,074**	**4,001,995**	**24.2**	**15,678**	**20,111**	**.2136**	**.2013**
Hudson	548.9	536.8	-2.2	199.0	-3.2	11,556,746	32.2	42,528	58,074	4,001,995	24.2	15,678	20,111	.2136	.2013

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S&MM ESTIMATES

METRO AREA County	POPULATION 12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	EFFECTIVE BUYING INCOME 1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	Average Household EBI 1996	RETAIL SALES 1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	Retail Sales Per Household 1996	BUYING POWER INDEX 1991	BUYING POWER INDEX 1996
MIDDLESEX-SOMERSET-HUNTERDON	1,044.2	1,102.5	5.6	398.6	6.6	34,528,455	46.5	63,021	86,624	11,249,572	30.6	23,032	28,223	.5405	.5552
Hunterdon	111.4	118.9	6.7	41.5	6.4	4,259,271	51.2	72,217	102,633	1,256,250	31.9	24,413	30,271	.0623	.0656
Middlesex	683.1	709.3	3.8	254.3	4.7	19,064,289	38.5	56,661	74,968	6,765,355	26.6	21,992	26,604	.3265	.3208
Somerset	249.7	274.3	9.9	102.8	11.6	11,204,895	60.3	75,901	108,997	3,227,967	39.1	25,191	31,400	.1517	.1688
MONMOUTH-OCEAN	1,015.0	1,082.4	6.6	403.6	7.3	26,991,764	36.9	52,401	66,878	10,814,228	26.6	22,707	26,794	.4850	.4750
Monmouth	566.6	597.5	5.5	214.4	6.0	17,480,751	41.2	61,240	81,533	6,376,161	25.9	25,050	29,740	.2941	.2922
Ocean	448.4	484.9	8.1	189.2	8.7	9,511,013	29.7	42,130	50,270	4,438,067	27.6	19,984	23,457	.1909	.1828
NEWARK	1,823.6	1,815.0	-.5	646.1	-.4	48,508,394	27.9	58,476	75,079	16,667,738	23.0	20,882	25,797	.8755	.8104
Essex	771.5	753.3	-2.4	267.0	-2.7	17,538,422	24.1	51,498	65,687	5,715,424	22.8	16,968	21,406	.3270	.2964
Morris	423.7	430.4	1.6	153.1	2.3	13,454,035	24.6	72,116	87,877	5,405,140	26.0	28,656	35,305	.2488	.2289
Sussex	134.0	142.2	6.1	48.3	6.4	3,599,291	36.5	58,059	74,519	1,173,987	37.6	18,791	24,306	.0599	.0600
Union	494.4	489.1	-1.1	177.7	-.9	13,916,646	34.1	57,873	78,315	4,373,187	16.6	20,909	24,610	.2398	.2251
TRENTON	330.8	342.5	3.5	123.6	4.2	9,693,392	42.9	57,185	78,426	3,502,562	29.3	22,833	28,338	.1615	.1625
Mercer	330.8	342.5	3.5	123.6	4.2	9,693,392	42.9	57,185	78,426	3,502,562	29.3	22,833	28,338	.1615	.1625
VINELAND-MILLVILLE-BRIDGETON	139.1	139.2	.1	47.1	.0	2,342,620	25.0	39,798	49,737	1,334,049	28.3	22,080	28,324	.0533	.0495
Cumberland	139.1	139.2	.1	47.1	.0	2,342,620	25.0	39,798	49,737	1,334,049	28.3	22,080	28,324	.0533	.0495
TOTAL METRO COUNTIES	7,813.5	7,998.7	2.4	2,894.2	2.7	208,193,807	34.2	55,057	71,935	79,078,446	25.1	22,428	27,323	3.7379	3.5853
TOTAL STATE	7,813.5	7,998.7	2.4	2,894.2	2.7	208,193,807	34.2	55,057	71,935	79,078,446	25.1	22,428	27,323	3.7379	3.5853
NEW MEXICO															
ALBUQUERQUE	503.5	563.7	12.0	220.8	13.3	10,204,912	46.2	35,805	46,218	5,636,904	39.7	20,710	25,529	.1998	.2099
Bernalillo	503.5	563.7	12.0	220.8	13.3	10,204,912	46.2	35,805	46,218	5,636,904	39.7	20,710	25,529	.1998	.2099
LAS CRUCES	142.6	162.7	14.1	54.4	14.8	1,916,127	40.9	28,698	35,223	929,466	44.7	13,548	17,086	.0400	.0421
Dona Ana	142.6	162.7	14.1	54.4	14.8	1,916,127	40.9	28,698	35,223	929,466	44.7	13,548	17,086	.0400	.0421
SANTA FE	120.9	130.7	8.1	51.0	9.7	2,999,248	47.5	43,723	58,809	1,323,925	43.8	19,802	25,959	.0520	.0552
Los Alamos	18.3	19.3	5.5	7.8	6.8	609,152	43.9	57,993	78,096	123,611	45.4	11,647	15,848	.0085	.0089
Santa Fe	102.6	111.4	8.6	43.2	10.2	2,390,096	48.5	41,065	55,326	1,200,314	43.6	21,321	27,785	.0435	.0463
TOTAL METRO COUNTIES	767.0	857.1	11.7	326.2	13.0	15,120,287	45.8	35,913	46,353	7,890,295	40.9	19,388	24,189	.2918	.3072
TOTAL STATE	1,561.4	1,685.8	8.0	612.4	9.3	25,919,533	42.4	32,485	42,325	13,268,344	38.6	17,217	21,829	.5260	.5408
NEW YORK															
ALBANY-SCHENECTADY-TROY	886.2	913.4	3.1	353.6	3.8	17,992,431	30.2	40,556	50,884	8,887,342	27.5	20,463	25,134	.3697	.3515
Albany	293.8	296.7	1.0	118.6	1.8	5,766,221	20.4	41,114	48,619	3,876,170	25.1	26,604	32,683	.1384	.1254
Greene	45.9	47.7	3.9	17.3	2.4	708,430	20.3	34,845	40,950	341,274	16.8	17,295	19,727	.0163	.0146
Montgomery	51.9	51.7	-.4	20.2	.0	870,104	32.7	32,470	43,074	383,258	29.4	14,660	18,973	.0177	.0170
Rensselaer	154.9	155.9	.6	58.7	1.6	2,892,757	28.4	38,976	49,280	1,083,900	28.6	14,576	18,465	.0562	.0531
Saratoga	190.3	212.0	11.4	78.6	12.4	4,742,161	49.8	45,287	60,333	1,693,514	31.3	18,451	21,546	.0787	.0826
Schenectady	149.4	149.4	.0	60.2	1.3	3,012,758	27.4	39,809	50,046	1,509,226	31.0	19,392	25,070	.0624	.0588
BINGHAMTON	264.1	259.6	-1.7	99.4	-1.0	4,479,008	22.1	36,524	45,060	2,353,362	23.5	18,982	23,676	.1013	.0916
Broome	211.3	205.9	-2.6	79.9	-1.8	3,542,923	20.1	36,232	44,342	2,030,524	21.6	20,506	25,413	.0837	.0746
Tioga	52.8	53.7	1.7	19.5	2.6	936,085	30.4	37,774	48,004	322,838	36.4	12,455	16,556	.0176	.0170
BUFFALO	964.4	952.8	-1.2	375.7	-.2	15,809,261	19.2	35,239	42,079	9,113,592	32.6	18,265	24,258	.3671	.3358
Erie	964.4	952.8	-1.2	375.7	-.2	15,809,261	19.2	35,239	42,079	9,113,592	32.6	18,265	24,258	.3671	.3358
BUFFALO-NIAGARA FALLS CONSOLIDATED AREA	*1,185.1*	*1,173.1*	*-1.0*	*461.7*	*.1*	*19,521,574*	*20.6*	*35,100*	*42,282*	*11,090,126*	*33.0*	*18,070*	*24,020*	*.4479*	*.4125*
ELMIRA	95.6	96.2	.6	36.0	1.4	1,591,267	30.6	34,331	44,202	819,214	21.0	19,070	22,756	.0350	.0327
Chemung	95.6	96.2	.6	36.0	1.4	1,591,267	30.6	34,331	44,202	819,214	21.0	19,070	22,756	.0350	.0327

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#45 in total retail sales
#50 in number of households
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S&MM ESTIMATES

METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	Average Household EBI 1996	1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	Retail Sales Per Household 1996	1991	1996
GLENS FALLS	120.7	126.4	4.7	46.4	5.9	2,140,340	29.5	37,747	46,128	1,139,321	18.2	22,002	24,554	.0474	.0440
Warren	60.3	63.1	4.6	24.6	6.5	1,110,106	26.9	37,884	45,126	827,303	17.7	30,415	33,630	.0280	.0255
Washington	60.4	63.3	4.8	21.8	5.3	1,030,234	32.4	37,594	47,258	312,018	19.5	12,614	14,313	.0194	.0185
JAMESTOWN–DUNKIRK	140.8	136.6	–3.0	52.3	–1.9	1,614,692	15.2	26,289	30,874	1,102,461	28.7	16,074	21,080	.0440	.0394
Chautauqua	140.8	136.6	–3.0	52.3	–1.9	1,614,692	15.2	26,289	30,874	1,102,461	28.7	16,074	21,080	.0440	.0394
NASSAU–SUFFOLK*	2,653.2	2,833.4	6.8	924.4	6.5	71,689,977	33.7	61,822	77,553	32,850,986	30.5	29,013	35,538	1.3430	1.3086
Nassau	1,285.9	1,283.9	–.2	429.3	–.2	35,227,427	23.2	66,471	82,058	17,326,469	24.3	32,417	40,360	.7143	.6492
Suffolk	1,367.3	1,549.5	13.3	495.1	13.1	36,462,550	45.5	57,254	73,647	15,524,517	38.2	25,668	31,356	.6287	.6594
NEW YORK	8,627.2	8,774.9	1.7	3,297.7	1.2	193,775,351	29.9	45,741	58,761	61,378,888	25.9	14,956	18,613	3.4832	3.2887
Bronx	1,218.4	1,249.5	2.6	432.2	1.7	18,345,874	34.8	32,027	42,448	4,151,874	31.4	7,438	9,606	.3307	.3226
Kings	2,320.3	2,356.2	1.5	831.8	.5	39,299,743	32.4	35,868	47,247	9,910,527	32.5	9,040	11,915	.7041	.6797
New York (Manhattan)	1,505.7	1,543.0	2.5	738.5	2.3	50,712,184	27.3	55,174	68,669	21,610,065	20.8	24,794	29,262	.9476	.8712
Putnam	86.0	92.3	7.3	30.7	7.0	2,503,815	41.4	61,714	81,557	658,431	33.8	17,151	21,447	.0387	.0392
Queens	1,966.0	1,976.9	.6	716.9	–.4	38,491,763	26.2	42,383	53,692	10,792,167	32.6	11,308	15,054	.6980	.6539
Richmond	386.4	403.0	4.3	138.3	4.2	9,094,994	34.1	51,101	65,763	2,793,015	37.0	15,358	20,195	.1550	.1526
Rockland	265.9	266.8	.3	85.2	.6	7,237,101	33.9	63,820	84,943	2,317,568	29.9	21,071	27,202	.1228	.1186
Westchester	878.5	887.2	1.0	324.1	1.2	28,089,877	30.3	67,283	86,670	9,145,241	17.7	24,257	28,217	.4863	.4509
NEW YORK–NORTHERN NEW JERSEY–LONG ISLAND CONSOLIDATED AREA	*18,131.2*	*18,570.8*	*2.4*	*6,742.5*	*2.1*	*457,197,851*	*31.8*	*52,521*	*67,808*	*163,479,486*	*25.6*	*19,707*	*24,246*	*8.2235*	*7.8254*
NIAGARA FALLS	220.7	220.3	–.2	86.0	1.2	3,712,313	26.6	34,487	43,166	1,976,534	35.2	17,204	22,983	.0808	.0767
Niagara	220.7	220.3	–.2	86.0	1.2	3,712,313	26.6	34,487	43,166	1,976,534	35.2	17,204	22,983	.0808	.0767
ORANGE COUNTY	318.1	346.7	9.0	114.5	9.2	6,956,970	40.6	47,170	60,760	2,885,081	25.3	21,950	25,206	.1294	.1286
Orange	318.1	346.7	9.0	114.5	9.2	6,956,970	40.6	47,170	60,760	2,886,081	25.3	21,950	25,206	.1294	.1286
POUGHKEEPSIE	265.1	279.7	5.5	97.3	6.2	5,795,932	26.9	49,861	59,568	3,248,187	43.7	24,684	33,383	.1195	.1168
Dutchess	265.1	279.7	5.5	97.3	6.2	5,795,932	26.9	49,861	59,568	3,248,187	43.7	24,684	33,383	.1195	.1168
ROCHESTER	1,008.0	1,016.9	.9	383.8	1.9	18,995,401	22.9	41,012	49,493	9,213,311	23.8	19,746	24,006	.4093	.3730
Livingston	63.7	65.2	2.4	22.3	3.7	1,088,884	31.4	38,555	48,829	410,655	23.1	15,514	18,415	.0216	.0205
Monroe	715.5	716.3	.1	276.2	1.2	13,682,464	19.6	41,904	49,538	6,979,348	23.1	20,765	25,269	.3032	.2715
Ontario	95.8	97.3	1.6	36.3	2.8	2,113,329	38.4	43,267	58,218	1,052,875	24.2	24,021	29,005	.0419	.0407
Orleans	42.8	44.4	3.7	15.1	3.4	732,353	36.8	36,663	48,500	230,804	40.3	11,267	15,285	.0133	.0133
Wayne	90.2	93.7	3.9	33.9	4.6	1,378,371	22.9	34,622	40,660	539,629	26.9	13,126	15,918	.0293	.0270
SYRACUSE	662.7	667.7	.8	248.9	1.6	11,524,725	22.9	38,285	46,303	6,016,305	25.3	19,590	24,172	.2572	.2352
Madison	70.2	71.2	1.4	24.2	2.1	1,290,686	37.3	39,677	53,334	498,046	34.8	15,586	20,580	.0242	.0239
Onondaga	469.0	468.2	–.2	179.6	.8	8,363,027	20.4	38,976	46,565	4,701,521	23.7	21,321	26,178	.1928	.1735
Oswego	123.5	128.3	3.9	45.1	4.6	1,871,012	25.2	34,659	41,486	816,738	29.5	14,638	18,109	.0402	.0378
UTICA–ROME	316.1	307.7	–2.7	114.3	–2.1	5,080,942	28.0	33,993	44,453	2,641,025	29.4	17,472	23,106	.1117	.1046
Herkimer	65.7	65.1	–.9	24.9	.0	936,085	27.0	29,610	37,594	444,436	26.4	14,122	17,849	.0209	.0194
Oneida	250.4	242.6	–3.1	89.4	–2.7	4,144,857	28.2	35,180	46,363	2,196,589	30.0	18,380	24,570	.0908	.0852
TOTAL METRO COUNTIES	16,542.9	16,932.3	2.4	6,230.3	2.2	361,158,610	29.4	45,758	57,968	143,626,609	27.7	18,447	23,053	6.8986	6.5272
TOTAL STATE	18,166.3	18,585.7	2.3	6,825.9	2.2	386,405,330	29.3	44,767	56,609	156,326,894	27.7	18,337	22,902	7.4575	7.0510

NORTH CAROLINA

METRO AREA County	12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	Average Household EBI 1996	1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	Retail Sales Per Household 1996	BPI 1991	BPI 1996
ASHEVILLE	177.7	185.3	4.3	76.7	6.2	3,322,415	40.0	32,875	43,317	1,646,755	23.4	18,488	21,470	.0679	.0663
Buncombe	177.7	185.3	4.3	76.7	6.2	3,322,415	40.0	32,875	43,317	1,646,755	23.4	18,488	21,470	.0679	.0663
BURLINGTON	109.9	114.0	3.7	45.5	4.8	2,130,956	42.8	34,375	46,834	1,114,450	23.8	20,738	24,493	.0435	.0428
Alamance	109.9	114.0	3.7	45.5	4.8	2,130,956	42.8	34,375	46,834	1,114,450	23.8	20,738	24,493	.0435	.0428
CHARLOTTE–GASTONIA–ROCK HILL	1,200.4	1,291.8	7.6	495.7	8.8	25,176,937	44.3	38,298	50,791	11,530,433	31.8	19,204	23,261	.4727	.4821
Cabarrus	101.0	106.2	5.1	40.7	6.3	1,865,966	37.0	35,573	45,847	894,014	28.8	18,123	21,966	.0377	.0370
Gaston	176.9	180.9	2.3	68.0	3.0	2,844,293	33.1	33,136	41,828	1,604,244	36.2	17,848	23,592	.0627	.0607
Lincoln	52.1	57.0	9.4	21.6	10.8	952,522	45.1	33,661	44,098	344,594	33.0	13,290	15,953	.0172	.0178
Mecklenburg	534.6	586.4	9.7	232.2	10.9	13,347,721	49.2	42,717	57,484	6,212,911	30.1	22,797	26,757	.2407	.2493
Rowan	112.6	118.1	4.9	45.9	6.0	1,831,974	34.8	31,390	39,912	616,323	21.0	11,768	13,428	.0355	.0343
Union	87.4	96.7	10.6	33.9	11.5	1,697,247	48.0	37,727	50,066	563,398	30.0	14,260	16,619	.0294	.0306
York, S. C.	*135.8*	*146.5*	*7.9*	*53.4*	*9.7*	*2,637,214*	*47.2*	*36,792*	*49,386*	*1,294,949*	*43.7*	*18,506*	*24,250*	*.0495*	*.0524*
FAYETTEVILLE	278.1	288.3	3.7	96.9	4.6	4,105,598	32.4	33,484	42,369	2,155,741	25.3	18,573	22,247	.0919	.0878
Cumberland	278.1	288.3	3.7	96.9	4.6	4,105,598	32.4	33,484	42,369	2,155,741	25.3	18,573	22,247	.0919	.0878

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S&MM ESTIMATES

METRO AREA County	POPULATION 12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	EFFECTIVE BUYING INCOME 1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	Average Household EBI 1996	RETAIL SALES 1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	Retail Sales Per Household 1996	BUYING POWER INDEX 1991	BUYING POWER INDEX 1996
GREENSBORO–WINSTON-SALEM–HIGH POINT	961.1	1,010.7	5.2	485.3	6.7	18,289,348	33.8	35,961	45,125	9,470,854	28.9	19,339	23,368	.3802	.3685
Davidson	129.2	135.9	5.2	53.0	6.0	2,246,454	37.1	32,762	42,386	869,589	37.2	12,680	16,407	.0426	.0426
Davie	28.8	32.2	11.8	12.7	13.4	586,425	42.3	36,798	46,175	146,920	32.6	9,894	11,569	.0097	.0099
Forsyth	270.7	284.2	5.0	116.7	6.5	5,178,581	26.0	37,506	44,375	3,016,154	22.7	22,426	25,845	.1170	.1082
Guilford	354.0	368.4	4.1	148.1	5.7	7,244,902	36.0	38,030	48,919	4,384,750	29.6	24,156	29,607	.1551	.1514
Randolph	109.5	117.8	7.6	46.0	8.7	1,895,120	41.2	31,722	41,198	735,775	40.8	12,353	15,995	.0353	.0361
Stokes	37.9	39.8	5.0	15.4	6.9	658,007	40.5	32,324	42,728	152,813	44.0	7,368	9,923	.0109	.0113
Yadkin	31.0	32.4	4.5	13.4	8.1	479,859	31.0	29,536	35,810	164,859	23.8	10,738	12,303	.0096	.0090
HICKORY–MORGANTON	226.0	238.6	5.6	92.0	5.9	3,684,030	35.0	33,110	42,218	2,050,329	31.1	17,997	22,286	.0821	.0807
Alexander	28.1	29.5	5.0	11.0	4.8	224,157	30.7	30,907	38,560	161,834	41.0	10,934	14,712	.0083	.0084
Burke	76.7	79.7	3.9	30.6	3.4	1,215,155	34.2	30,592	39,711	615,015	42.4	14,586	20,099	.0252	.0252
Catawba	121.2	129.4	6.8	50.4	7.7	2,244,718	36.3	35,198	44,538	1,273,480	25.2	21,739	25,267	.0484	.0471
JACKSONVILLE	153.5	163.3	6.4	44.1	4.0	2,319,029	34.2	40,763	52,586	939,067	23.7	17,908	21,294	.0478	.0463
Onslow	153.5	163.3	6.4	44.1	4.0	2,319,029	34.2	40,763	52,586	939,067	23.7	17,908	21,294	.0478	.0463
RALEIGH–DURHAM	768.5	855.4	11.3	341.1	13.2	19,313,702	54.6	41,462	56,622	8,742,929	40.6	20,626	25,632	.3304	.3582
Durham	186.9	200.0	7.0	81.2	9.0	4,398,872	52.7	38,661	54,173	2,156,761	49.7	19,343	26,561	.0770	.0839
Franklin	37.8	41.5	9.8	15.6	11.4	671,654	55.7	30,817	43,055	153,605	33.3	8,231	9,846	.0106	.0116
Orange	96.9	105.4	8.8	41.7	11.2	2,308,236	50.6	40,861	55,353	893,370	42.3	16,737	21,424	.0384	.0412
Wake	446.9	508.5	13.8	202.6	15.5	11,934,940	56.0	43,630	58,909	5,539,193	37.4	22,992	27,341	.2044	.2215
WILMINGTON	123.0	130.2	5.9	52.9	7.3	2,481,794	44.3	34,897	46,915	1,625,507	39.7	23,603	30,728	.0520	.0536
New Hanover	123.0	130.2	5.9	52.9	7.3	2,481,794	44.3	34,897	46,915	1,625,507	39.7	23,603	30,728	.0520	.0536
TOTAL METRO COUNTIES	3,862.4	4,131.1	7.0	1,596.8	8.3	70,386,595	42.2	37,261	49,090	37,981,116	31.6	19,561	23,786	1.5190	1.5329
TOTAL STATE	6,777.2	7,175.2	5.9	2,766.0	7.2	124,052,221	41.2	34,068	44,849	61,131,413	32.7	17,862	22,101	2.4717	2.4868

NORTH DAKOTA

METRO AREA County	12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	1996 Total EBI ($000)	% Change 1991-1996	Avg. Household EBI 1991	Avg. Household EBI 1996	1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	Retail Sales Per Household 1996	BPI 1991	BPI 1996
BISMARCK	84.0	84.7	.8	32.1	1.9	1,597,756	36.5	37,161	49,774	1,079,814	46.5	23,404	33,639	.0344	.0351
Burleigh	60.8	62.8	3.3	24.1	4.8	1,242,248	39.7	38,659	51,546	876,942	49.5	25,500	36,388	.0263	.0274
Morton	23.2	21.9	–5.6	8.0	–5.9	355,508	26.3	33,109	44,439	202,872	34.6	17,730	25,359	.0081	.0077
FARGO–MOORHEAD	156.0	163.5	4.8	62.5	6.1	3,087,785	42.8	36,465	49,405	2,124,967	53.1	23,508	33,999	.0641	.0682
Cass	105.3	112.7	7.0	44.9	8.3	2,287,131	45.1	38,077	50,938	1,664,004	55.0	25,929	37,060	.0472	.0510
Clay, Minn.	*50.7*	*50.8*	*.2*	*17.6*	*.6*	*800,654*	*40.1*	*32,632*	*45,492*	*460,963*	*46.7*	*17,950*	*26,191*	*.0169*	*.0172*
GRAND FORKS	71.7	74.4	3.8	27.1	5.4	1,304,948	40.7	36,097	48,153	1,009,338	50.5	26,095	37,245	.0290	.0305
Grand Forks	71.7	74.4	3.8	27.1	5.4	1,304,948	40.7	36,097	48,153	1,009,338	50.5	26,095	37,245	.0290	.0305
TOTAL METRO COUNTIES	261.0	271.8	4.1	104.1	5.6	5,189,835	41.2	37,268	49,884	3,753,156	51.3	25,165	36,058	.1196	.1166
TOTAL STATE	634.3	628.7	–.9	244.0	1.5	10,888,191	35.9	33,333	44,611	6,781,406	45.2	19,434	27,793	.2343	.2354

OHIO

METRO AREA County	12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	1996 Total EBI ($000)	% Change 1991-1996	Avg. Household EBI 1991	Avg. Household EBI 1996	1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	Retail Sales Per Household 1996	BPI 1991	BPI 1996
AKRON	661.2	669.8	1.3	256.9	2.4	12,695,391	33.2	37,973	49,418	6,483,313	39.9	18,469	25,237	.2562	.2524
Portage	144.0	144.9	.6	50.4	1.6	2,735,109	41.8	36,881	54,268	1,125,863	48.4	15,295	22,339	.0496	.0511
Summit	517.2	524.9	1.5	206.5	2.6	9,960,282	31.1	37,749	48,234	5,357,450	38.3	19,251	25,944	.2066	.2013
CANTON	395.1	397.6	.6	152.6	1.9	6,832,379	30.5	34,937	44,773	3,897,545	39.4	18,467	25,541	.1473	.1436
Carroll	26.8	27.7	3.4	10.2	4.1	433,295	40.9	31,374	42,480	171,906	49.7	11,720	16,854	.0081	.0084
Stark	368.3	369.9	.4	142.4	1.7	6,399,084	29.9	35,186	44,937	3,725,639	38.9	19,153	26,163	.1391	.1352
CINCINNATI	1,466.0	1,502.6	2.5	572.7	3.3	31,562,060	40.9	40,433	55,111	16,256,176	43.8	20,393	28,383	.4024	.4171
Clermont	154.4	165.6	7.3	58.8	8.3	2,752,408	32.4	38,285	46,810	1,284,854	38.8	17,044	21,851	.0553	.0547
Hamilton	866.1	866.2	.0	343.0	1.0	19,131,516	38.5	40,668	55,777	10,570,381	43.5	21,691	30,817	.3748	.3794
Warren	117.4	125.7	7.1	43.3	7.4	2,754,647	50.5	45,409	63,618	1,105,267	54.9	17,709	25,526	.0457	.0497
Dearborn, Ind.	*40.0*	*43.9*	*9.8*	*15.6*	*10.6*	*798,974*	*52.2*	*37,238*	*51,216*	*324,512*	*52.1*	*15,130*	*20,802*	*.0137*	*.0151*
Boone, Ky.	*60.0*	*66.4*	*10.7*	*23.5*	*11.9*	*1,461,785*	*61.4*	*43,141*	*62,204*	*1,187,662*	*48.1*	*38,197*	*50,539*	*.0302*	*.0335*
Campbell, Ky.	*84.7*	*87.3*	*3.1*	*33.1*	*4.7*	*1,848,974*	*51.5*	*38,631*	*55,860*	*606,056*	*33.1*	*14,410*	*18,310*	*.0305*	*.0320*
Kenton, Ky.	*143.4*	*147.5*	*2.9*	*55.4*	*3.9*	*2,813,736*	*38.2*	*38,209*	*50,789*	*1,176,444*	*42.5*	*15,488*	*21,235*	*.0522*	*.0527*
CINCINNATI–HAMILTON CONSOLIDATED AREA	*1,763.5*	*1,816.4*	*3.0*	*686.3*	*3.8*	*37,178,460*	*39.6*	*40,262*	*54,161*	*18,602,940*	*42.9*	*19,608*	*27,106*	*.7105*	*.7296*
CLEVELAND	1,825.8	1,819.8	–.4	714.1	.5	36,221,899	29.4	39,400	50,730	18,473,649	37.4	18,891	25,870	.7410	.7137
Cuyahoga	1,400.3	1,372.8	–2.0	553.9	–.9	26,500,781	25.5	37,770	47,844	14,045,429	36.0	18,465	25,357	.5637	.5311
Geauga	83.2	89.5	7.6	30.2	9.0	1,966,413	36.5	52,004	65,113	538,208	41.1	13,772	17,821	.0323	.0323
Lake	216.8	221.4	2.1	83.6	3.1	5,068,265	43.2	43,641	60,625	2,681,560	40.0	23,626	32,076	.0962	.0983
Medina	125.5	135.3	7.8	46.4	8.2	2,696,440	41.3	44,487	58,113	1,208,452	49.8	18,800	26,044	.0488	.0510
CLEVELAND–AKRON–LORAIN CONSOLIDATED AREA	*2,739.5*	*2,738.1*	*–.1*	*1,066.3*	*.8*	*52,843,864*	*29.2*	*38,640*	*49,558*	*27,250,269*	*37.8*	*18,499*	*25,558*	*1.0916*	*1.0612*
COLUMBUS	1,407.2	1,471.9	4.7	542.9	5.3	30,861,813	44.5	39,965	54,836	15,771,598	43.2	20,612	28,018	.5788	.6081
Delaware	70.2	80.2	14.2	27.7	14.5	2,009,763	39.5	52,057	72,555	511,759	31.5	13,958	18,475	.0279	.0318
Fairfield	105.9	110.8	4.6	39.1	4.3	2,045,582	37.0	39,572	52,317	753,324	35.8	14,792	19,267	.0375	.0374
Franklin	981.0	1,022.5	4.2	405.2	3.1	22,248,632	45.2	39,732	54,909	12,502,121	43.1	22,657	30,834	.4267	.4448

S&MM ESTIMATES

METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	Average Household EBI 1996	1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	Retail Sales Per Household 1996	1991	1996
Licking	130.1	136.2	4.7	50.6	5.4	2,410,494	38.2	36,328	47,638	1,252,939	49.2	17,498	24,762	.0474	.0489
Madison	37.7	37.7	.0	12.1	.0	645,566	35.1	39,490	53,353	257,974	30.5	16,340	21,320	.0127	.0122
Pickaway	49.7	50.8	2.2	15.8	.6	746,512	28.0	37,146	47,248	264,812	32.0	12,777	16,760	.0150	.0143
Union	32.6	34.8	6.7	12.4	8.8	755,264	53.5	43,171	60,908	228,669	52.3	13,167	18,441	.0116	.0127
DAYTON–SPRINGFIELD	**959.9**	**986.1**	**2.7**	**381.1**	**3.6**	**19,117,472**	**36.5**	**38,088**	**50,164**	**10,087,505**	**42.6**	**19,243**	**26,469**	**.3801**	**.3825**
Clark	148.6	152.9	2.9	57.6	3.6	2,618,899	36.4	34,523	45,467	1,503,714	46.9	18,408	26,106	.0543	.0552
Greene	139.2	146.4	5.2	52.3	6.3	3,145,609	48.2	43,154	60,145	1,255,140	53.7	16,594	23,999	.0528	.0568
Miami	94.5	98.8	4.6	37.0	5.4	1,819,878	35.2	38,347	49,186	918,319	40.7	18,591	24,819	.0363	.0363
Montgomery	577.6	588.0	1.8	234.2	2.8	11,533,086	33.9	37,824	49,245	6,410,332	39.9	20,120	27,371	.2367	.2342
HAMILTON–MIDDLETOWN	**297.5**	**313.8**	**5.5**	**113.6**	**6.3**	**5,608,408**	**33.2**	**39,373**	**49,370**	**2,347,772**	**37.0**	**16,037**	**20,667**	**.1081**	**.1065**
Butler	297.5	313.8	5.5	113.6	6.3	5,608,408	33.2	39,373	49,370	2,347,772	37.0	16,037	20,667	.1081	.1065
LIMA	**155.8**	**159.3**	**2.2**	**57.6**	**3.2**	**2,421,484**	**27.2**	**34,107**	**42,040**	**1,768,262**	**40.7**	**22,517**	**30,699**	**.0584**	**.0572**
Allen	110.6	112.2	1.4	40.3	2.0	1,615,340	22.7	33,316	40,083	1,362,293	38.4	24,912	33,804	.0425	.0407
Auglaize	45.2	47.1	4.2	17.3	6.1	806,144	37.3	36,023	46,598	405,969	49.0	16,716	23,466	.0159	.0165
LORAIN–ELYRIA	**272.5**	**269.3**	**–1.2**	**95.3**	**–.5**	**3,916,574**	**17.6**	**34,753**	**41,097**	**2,293,247**	**33.9**	**17,879**	**24,063**	**.0944**	**.0861**
Lorain	272.5	269.3	–1.2	95.3	–.5	3,916,574	17.6	34,753	41,097	2,293,247	33.9	17,879	24,063	.0944	.0861
MANSFIELD	**126.1**	**131.0**	**3.9**	**50.4**	**4.8**	**2,188,046**	**33.0**	**34,209**	**43,414**	**1,353,957**	**38.7**	**20,296**	**26,864**	**.0481**	**.0475**
Richland	126.1	131.0	3.9	50.4	4.8	2,188,046	33.0	34,209	43,414	1,353,957	38.7	20,296	26,864	.0481	.0475
PARKERSBURG–MARIETTA	**148.6**	**149.2**	**.4**	**58.7**	**1.7**	**2,598,048**	**40.4**	**32,077**	**44,260**	**1,466,009**	**35.1**	**18,812**	**24,975**	**.0543**	**.0542**
Washington	62.0	61.3	–1.1	23.6	.0	1,051,793	38.1	32,280	44,568	500,915	37.5	15,440	21,225	.0211	.0208
Wood, W. Va.	*86.6*	*87.9*	*1.5*	*35.1*	*2.9*	*1,546,255*	*42.0*	*31,937*	*44,053*	*965,094*	*33.8*	*21,146*	*27,496*	*.0332*	*.0334*
STEUBENVILLE–WEIRTON	**140.8**	**138.6**	**–1.6**	**54.7**	**.0**	**2,341,960**	**36.5**	**31,356**	**42,815**	**1,093,951**	**40.7**	**14,217**	**19,999**	**.0469**	**.0464**
Jefferson	79.1	76.0	–3.9	30.0	–2.9	1,354,631	38.0	31,778	45,154	737,107	43.1	16,669	24,570	.0278	.0278
Brooke, W. Va.	*26.7*	*27.2*	*1.9*	*10.6*	*5.0*	*514,846*	*49.1*	*34,179*	*48,570*	*152,026*	*40.2*	*10,738*	*14,342*	*.0086*	*.0089*
Hancock, W. Va.	*35.0*	*35.4*	*1.1*	*14.1*	*2.9*	*472,483*	*21.8*	*28,324*	*33,509*	*204,816*	*32.9*	*11,250*	*14,526*	*.0105*	*.0097*
TOLEDO	**619.0**	**637.7**	**3.0**	**241.8**	**3.9**	**10,818,527**	**27.1**	**36,561**	**44,742**	**6,581,249**	**40.7**	**20,088**	**27,218**	**.2399**	**.2229**
Fulton	39.1	41.0	4.9	14.8	7.2	776,633	48.5	37,887	52,475	381,149	52.2	18,141	25,753	.0142	.0152
Lucas	465.0	476.6	2.5	184.1	3.1	7,876,031	23.6	35,678	42,781	5,184,881	39.3	20,847	28,163	.1834	.1753
Wood	114.9	120.1	4.5	42.9	6.2	2,165,863	34.0	40,014	50,486	1,015,219	44.4	17,400	23,665	.0423	.0424
YOUNGSTOWN–WARREN	**489.2**	**482.9**	**–1.3**	**186.5**	**.0**	**7,442,312**	**23.2**	**32,383**	**39,905**	**4,968,504**	**37.2**	**19,414**	**26,641**	**.1792**	**.1690**
Mahoning	262.5	257.8	–1.8	100.1	–.5	4,042,727	27.1	31,624	40,387	2,796,544	39.0	20,002	27,938	.0965	.0926
Trumbull	226.7	225.1	–.7	86.4	.6	3,399,585	18.9	33,273	39,347	2,171,960	35.0	18,726	25,138	.0827	.0764
TOTAL METRO COUNTIES	**8,619.9**	**8,763.1**	**1.7**	**3,361.6**	**2.5**	**167,050,872**	**34.0**	**38,012**	**49,694**	**89,291,770**	**40.5**	**19,384**	**26,562**	**3.3979**	**3.3656**
TOTAL STATE	**10,918.7**	**11,123.7**	**1.9**	**4,229.3**	**2.7**	**203,617,979**	**34.3**	**36,844**	**48,145**	**107,302,208**	**40.6**	**18,534**	**25,371**	**4.1514**	**4.1170**
OKLAHOMA															
ENID	**54.8**	**51.1**	**–6.8**	**20.2**	**–6.9**	**756,701**	**21.7**	**28,656**	**37,460**	**502,096**	**26.1**	**18,344**	**24,856**	**.0192**	**.0172**
Garfield	54.8	51.1	–6.8	20.2	–6.9	756,701	21.7	28,656	37,460	502,096	26.1	18,344	24,856	.0192	.0172
LAWTON	**111.9**	**114.9**	**2.7**	**38.7**	**2.4**	**1,764,506**	**44.5**	**32,300**	**45,594**	**946,380**	**39.5**	**17,948**	**24,454**	**.0364**	**.0371**
Comanche	111.9	114.9	2.7	38.7	2.4	1,764,506	44.5	32,300	45,594	946,380	39.5	17,948	24,454	.0364	.0371
OKLAHOMA CITY	**968.0**	**993.4**	**2.6**	**383.1**	**3.2**	**17,627,595**	**40.1**	**33,891**	**46,013**	**9,979,179**	**37.6**	**19,540**	**26,048**	**.3646**	**.3669**
Canadian	76.2	80.1	5.1	27.7	5.7	1,475,747	48.5	37,938	53,276	493,080	37.1	13,730	17,801	.0253	.0263
Cleveland	179.6	192.9	7.4	71.8	8.6	3,317,927	43.9	34,893	46,211	1,297,344	33.7	14,683	18,069	.0611	.0624
Logan	29.0	29.4	1.4	10.1	.0	433,267	38.4	31,002	42,898	127,549	34.8	9,370	12,629	.0080	.0080
McClain	23.0	23.9	3.9	8.8	4.8	328,777	33.0	29,420	37,361	167,044	45.9	13,628	18,982	.0070	.0070
Oklahoma	601.7	608.8	1.2	243.0	1.8	11,189,418	38.2	33,916	46,047	7,425,162	38.1	22,526	30,556	.2446	.2446
Pottawatomie	58.5	58.3	–.3	21.7	.0	882,459	41.4	28,754	40,666	469,000	39.2	15,530	21,613	.0186	.0186
TULSA	**715.5**	**735.6**	**2.8**	**290.0**	**3.6**	**12,844,863**	**35.4**	**33,878**	**44,293**	**7,124,303**	**36.4**	**18,659**	**24,567**	**.2697**	**.2666**
Creek	60.9	61.7	1.3	23.0	2.2	815,573	29.8	27,921	35,460	293,848	37.8	9,479	12,776	.0168	.0161
Osage	41.1	39.9	–2.9	14.8	–2.6	536,832	21.7	29,022	36,272	115,636	30.9	5,812	7,813	.0106	.0097
Rogers	55.9	57.6	3.0	20.8	3.5	998,455	45.5	34,151	48,003	313,767	44.6	10,797	15,085	.0172	.0178
Tulsa	508.5	522.9	2.8	212.1	3.6	9,734,887	35.7	35,041	45,898	6,278,077	36.0	22,543	29,600	.2124	.2101
Wagoner	49.1	53.5	9.0	19.3	10.9	759,116	37.1	31,823	39,332	122,975	38.2	5,114	6,372	.0127	.0129
TOTAL METRO COUNTIES	**1,885.1**	**1,933.8**	**2.6**	**746.1**	**3.1**	**33,491,557**	**38.2**	**33,493**	**44,889**	**18,752,045**	**36.8**	**18,944**	**25,133**	**.6995**	**.6979**
TOTAL STATE	**3,157.8**	**3,225.5**	**2.1**	**1,243.8**	**2.7**	**51,369,329**	**38.6**	**30,594**	**41,300**	**27,852,847**	**37.9**	**16,678**	**22,393**	**1.0786**	**1.0797**

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1996 PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
METRO AREA County	12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	Average Household EBI 1996	1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	Retail Sales Per Household 1996	1991	1996
OREGON															
EUGENE–SPRINGFIELD	287.1	301.1	4.9	119.3	6.0	5,211,696	41.6	32,692	43,686	3,161,255	39.4	20,140	26,498	.1093	.1116
Lane	287.1	301.1	4.9	119.3	6.0	5,211,696	41.6	32,692	43,686	3,161,255	39.4	20,140	26,498	.1093	.1116
MEDFORD	151.4	168.1	11.0	66.4	12.0	2,709,951	42.9	31,971	40,813	2,196,143	47.7	25,082	33,074	.0619	.0655
Jackson	151.4	168.1	11.0	66.4	12.0	2,709,951	42.9	31,971	40,813	2,196,143	47.7	25,082	33,074	.0619	.0655
PORTLAND	1,276.5	1,388.1	8.7	545.6	9.1	28,945,080	47.0	39,335	53,032	17,295,401	53.2	22,551	31,688	.5507	.5954
Clackamas	288.7	316.9	9.8	118.2	10.4	6,930,179	47.9	43,751	58,631	3,119,302	46.6	19,874	26,390	.1208	.1289
Multnomah	591.4	616.1	4.2	256.1	4.6	12,164,432	40.3	35,411	47,499	7,944,805	48.0	21,922	31,022	.2513	.2610
Washington	328.5	379.8	15.6	145.7	16.2	8,478,533	56.4	43,239	58,192	5,650,801	66.6	27,053	38,784	.1545	.1795
Yamhill	67.9	75.3	10.9	25.8	11.2	1,371,936	50.7	39,252	53,176	580,493	45.3	17,222	22,500	.0241	.0260
PORTLAND–VANCOUVER CONSOLIDATED AREA	*1,526.7*	*1,675.8*	*9.8*	*652.8*	*10.0*	*34,362,437*	*47.4*	*39,302*	*52,639*	*19,455,041*	*53.4*	*21,371*	*29,802*	*.6420*	*.6958*
SALEM	286.4	314.2	9.7	114.8	9.8	5,288,878	45.7	34,706	46,070	2,802,781	45.3	18,435	24,414	.1030	.1089
Marion	234.9	255.2	8.6	92.9	8.4	4,472,740	47.6	35,371	48,146	2,541,168	44.4	20,538	27,354	.0882	.0935
Polk	51.5	59.0	14.6	21.9	15.9	816,138	36.3	31,688	37,267	261,613	55.5	8,901	11,946	.0148	.0154
TOTAL METRO COUNTIES	2,001.4	2,171.5	8.5	846.3	8.9	42,155,605	45.9	37,187	49,812	25,455,580	50.0	21,841	30,079	.8249	.8814
TOTAL STATE	2,912.8	3,141.2	7.8	1,227.0	8.5	57,732,379	44.9	35,234	47,052	34,543,088	48.5	20,575	28,152	1.1470	1.2162
PENNSYLVANIA															
ALLENTOWN–BETHLEHEM–EASTON	701.0	742.3	5.9	284.1	7.0	14,317,201	31.5	40,991	50,395	6,233,113	23.0	19,080	21,940	.2847	.2707
Carbon	58.0	61.4	5.9	24.0	6.7	1,007,656	37.0	32,689	41,986	296,643	22.3	10,779	12,360	.0183	.0180
Lehigh	296.4	312.1	5.3	122.5	6.4	6,266,087	31.4	41,420	51,152	3,423,117	25.7	23,669	27,944	.1322	.1259
Northampton	253.7	273.2	7.7	101.7	8.8	5,127,848	33.5	41,085	50,421	1,680,837	22.0	14,736	16,527	.0942	.0909
Warren, N. J.	*92.9*	*95.6*	*2.9*	*35.9*	*4.1*	*1,915,610*	*24.2*	*44,722*	*53,360*	*832,516*	*15.1*	*20,957*	*23,190*	*.0400*	*.0359*
ALTOONA	130.2	129.4	–.6	50.4	.2	2,057,739	29.8	31,529	40,828	1,181,236	22.1	19,229	23,437	.0475	.0442
Blair	130.2	129.4	–.6	50.4	.2	2,057,739	29.8	31,529	40,828	1,181,236	22.1	19,229	23,437	.0475	.0442
BEAVER COUNTY	184.2	179.6	–2.5	70.9	–.8	2,816,486	22.9	32,059	39,725	1,163,540	26.7	12,843	16,411	.0604	.0550
Beaver	184.2	179.6	–2.5	70.9	–.8	2,816,486	22.9	32,059	39,725	1,163,540	26.7	12,843	16,411	.0604	.0550
ERIE	275.4	274.8	–.2	102.7	1.0	4,804,927	31.8	35,854	46,786	2,335,327	30.6	17,583	22,739	.1001	.0956
Erie	275.4	274.8	–.2	102.7	1.0	4,804,927	31.8	35,854	46,786	2,335,327	30.6	17,583	22,739	.1001	.0956
HARRISBURG–LEBANON–CARLISLE	598.0	624.1	4.4	240.8	4.7	12,700,706	36.0	40,593	52,744	6,336,151	28.6	21,423	26,313	.2534	.2473
Cumberland	200.4	212.6	6.1	81.0	7.7	4,718,658	40.6	44,621	58,255	2,454,088	29.1	25,280	30,297	.0921	.0917
Dauphin	239.6	244.4	2.0	97.1	1.1	4,975,816	31.0	39,551	51,244	2,523,343	29.8	20,249	25,987	.1018	.0973
Lebanon	115.5	120.7	4.5	45.8	5.5	2,189,265	34.4	37,535	47,801	1,070,002	20.5	20,459	23,362	.0455	.0434
Perry	42.5	46.4	9.2	16.9	9.7	816,967	47.2	36,038	48,341	288,718	48.6	12,617	17,084	.0140	.0149
JOHNSTOWN	238.2	230.1	–3.4	89.1	–1.9	3,146,546	19.4	29,011	35,315	1,560,440	18.6	14,493	17,513	.0759	.0668
Cambria	160.4	153.4	–4.4	59.6	–2.8	2,016,557	14.8	28,647	33,835	1,021,318	11.9	14,891	17,136	.0512	.0436
Somerset	77.8	76.7	–1.4	29.5	.0	1,129,989	28.7	29,768	38,305	539,122	33.7	13,665	18,275	.0247	.0232
LANCASTER	437.6	475.5	8.7	172.1	10.0	9,215,513	40.1	42,047	53,547	3,997,761	25.7	20,342	23,229	.1751	.1738
Lancaster	437.6	475.5	8.7	172.1	10.0	9,215,513	40.1	42,047	53,547	3,997,761	25.7	20,342	23,229	.1751	.1738
PHILADELPHIA	4,924.1	5,097.1	3.5	1,880.1	4.3	115,292,000	35.7	47,143	61,322	43,601,079	24.1	19,486	23,191	2.1056	2.0335
Bucks	557.6	601.4	7.9	213.5	8.6	14,476,773	37.7	53,473	67,807	6,167,886	24.4	25,220	28,889	.2664	.2609
Chester	392.4	435.5	11.0	155.5	11.8	12,006,071	44.7	59,649	77,209	3,276,352	28.7	18,304	21,070	.1841	.1892
Delaware	551.4	562.1	1.9	210.5	3.6	12,954,800	31.6	48,441	61,543	4,813,686	18.7	19,964	22,868	.2423	.2267
Montgomery	687.5	711.9	3.5	272.7	5.1	20,912,099	35.2	59,585	76,685	8,540,125	20.6	27,283	31,317	.3781	.3605
Philadelphia	1,584.2	1,576.1	–.5	603.0	.2	26,993,625	31.2	34,191	44,766	9,218,315	23.7	12,382	15,287	.5235	.4928
Burlington, N. J.	*403.8*	*426.2*	*5.5*	*147.8*	*5.9*	*11,136,398*	*43.0*	*55,787*	*75,348*	*4,895,311*	*40.5*	*24,963*	*33,121*	*.1937*	*.1997*
Camden, N. J.	*511.7*	*535.3*	*4.6*	*191.4*	*5.3*	*11,526,765*	*33.8*	*47,398*	*60,223*	*4,421,645*	*20.1*	*20,253*	*23,102*	*.2164*	*.2060*
Gloucester, N. J.	*235.5*	*248.6*	*5.6*	*85.7*	*6.2*	*5,285,469*	*36.6*	*47,957*	*61,674*	*2,267,759*	*21.9*	*23,062*	*26,462*	*.1011*	*.0977*
PHILADELPHIA–WILMINGTON–TRENTON CONSOLIDATED AREA	*5,986.2*	*6,207.1*	*3.7*	*2,283.9*	*4.5*	*140,878,134*	*36.4*	*47,250*	*61,683*	*54,537,991*	*24.8*	*19,984*	*23,879*	*2.5759*	*2.4985*
PITTSBURGH	2,037.9	1,984.1	–2.6	805.2	–1.2	38,553,971	26.9	37,269	47,881	16,052,888	18.0	16,683	19,937	.7930	.7187
Allegheny	1,323.1	1,284.2	–2.9	529.9	–1.5	26,631,812	26.3	39,219	50,258	10,475,355	13.8	17,120	19,769	.5387	.4826
Fayette	143.9	140.5	–2.4	55.2	–.9	1,837,587	22.0	27,050	33,290	1,303,949	35.9	17,220	23,622	.0473	.0443
Washington	202.9	198.2	–2.3	77.0	–1.3	3,518,428	27.4	35,403	45,694	1,490,052	26.1	15,150	19,351	.0724	.0671
Westmoreland	368.0	361.2	–1.8	143.1	–.4	6,566,144	30.8	34,946	45,885	2,783,532	23.6	15,671	19,452	.1336	.1247
PITTSBURGH–BEAVER VALLEY CONSOLIDATED AREA	*2,222.1*	*2,163.7*	*–2.6*	*876.1*	*–1.2*	*41,370,457*	*26.6*	*36,849*	*47,221*	*17,216,428*	*18.6*	*16,373*	*19,651*	*.8524*	*.7737*
READING	342.8	361.2	5.4	138.1	6.2	6,767,204	30.1	40,026	49,002	3,103,267	21.8	19,602	22,471	.1387	.1306
Berks	342.8	361.2	5.4	138.1	6.2	6,767,204	30.1	40,026	49,002	3,103,267	21.8	19,602	22,471	.1387	.1306
SCRANTON–WILKES-BARRE	739.5	751.8	1.7	290.5	2.6	13,010,192	33.7	34,375	44,786	6,696,316	27.1	18,612	23,051	.2754	.2642
Columbia	63.5	63.7	.3	24.1	2.1	960,043	28.4	31,678	39,836	554,453	34.4	17,483	23,006	.0218	.0208
Lackawanna	218.3	216.6	–.8	84.8	.4	3,733,158	29.2	34,207	44,023	2,092,841	27.3	19,453	24,680	.0831	.0780
Luzerne	327.2	324.7	–.8	129.0	.4	5,549,532	30.7	33,031	43,020	2,640,298	20.7	17,019	20,467	.1187	.1102
Monroe	101.8	116.2	14.1	41.3	14.1	2,246,071	51.2	41,047	54,384	1,246,072	38.8	24,796	30,171	.0427	.0458
Wyoming	28.7	30.6	6.6	11.3	9.7	521,388	43.5	35,264	46,141	162,652	27.0	12,438	14,394	.0091	.0094

S&MM ESTIMATES	**POPULATION**					**EFFECTIVE BUYING INCOME**				**RETAIL SALES**				**BUYING POWER INDEX**	
METRO AREA County	12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	Average Household EBI 1996	1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	Retail Sales Per Household 1996	1991	1996
SHARON	**119.9**	**116.5**	**-2.8**	**44.8**	**-1.1**	**1,926,685**	**29.9**	**32,754**	**43,006**	**916,424**	**30.9**	**15,451**	**20,456**	**.0409**	**.0386**
Mercer	119.9	116.5	-2.8	44.8	-1.1	1,926,685	29.9	32,754	43,006	916,424	30.9	15,451	20,456	.0409	.0386
STATE COLLEGE	**126.0**	**130.5**	**3.6**	**45.0**	**3.9**	**2,109,359**	**32.9**	**36,650**	**46,875**	**972,544**	**19.5**	**18,793**	**21,612**	**.0447**	**.0422**
Centre	126.0	130.5	3.6	45.0	3.9	2,109,359	32.9	36,650	46,875	972,544	19.5	18,793	21,612	.0447	.0422
WILLIAMSPORT	**120.0**	**124.1**	**3.4**	**47.9**	**5.0**	**2,032,047**	**34.1**	**33,235**	**42,423**	**1,085,641**	**25.1**	**19,027**	**22,665**	**.0441**	**.0424**
Lycoming	120.0	124.1	3.4	47.9	5.0	2,032,047	34.1	33,235	42,423	1,085,641	25.1	19,027	22,665	.0441	.0424
YORK	**427.7**	**452.1**	**5.7**	**170.8**	**6.7**	**8,819,287**	**36.5**	**40,343**	**51,635**	**3,809,230**	**24.3**	**19,134**	**22,302**	**.1709**	**.1659**
Adams	80.9	87.4	8.0	31.6	9.3	1,563,222	39.7	38,733	49,469	477,671	40.3	11,782	15,116	.0270	.0276
York	346.8	364.7	5.2	139.2	6.1	7,256,065	35.9	40,698	52,127	3,331,559	22.4	20,753	23,934	.1439	.1383
TOTAL METRO COUNTIES	**10,158.6**	**10,367.5**	**2.1**	**3,971.7**	**3.0**	**207,705,621**	**32.7**	**40,593**	**52,296**	**86,627,726**	**23.1**	**18,263**	**21,811**	**4.0582**	**3.8502**
TOTAL STATE	**11,968.1**	**12,186.5**	**1.8**	**4,660.5**	**2.8**	**235,745,276**	**32.4**	**39,294**	**50,584**	**100,012,793**	**23.6**	**17,856**	**21,460**	**4.6653**	**4.4216**
RHODE ISLAND															
PROVIDENCE-PAWTUCKET-WOONSOCKET	**924.7**	**935.1**	**1.1**	**353.4**	**1.6**	**17,735,838**	**35.9**	**37,501**	**50,186**	**7,585,718**	**23.5**	**17,653**	**21,465**	**.3490**	**.3348**
Bristol	49.0	48.8	-.4	17.6	.0	1,037,670	30.8	45,079	58,959	256,845	15.7	12,613	14,593	.0181	.0169
Kent	163.2	168.3	3.1	65.4	4.0	3,419,489	36.0	39,977	52,286	1,859,661	20.8	24,469	28,435	.0720	.0684
Providence	600.0	600.4	.1	228.2	.4	10,612,345	33.2	35,055	46,505	4,459,776	24.4	15,785	19,543	.2131	.2024
Washington	112.5	117.6	4.5	42.2	5.0	2,666,334	50.3	44,135	63,183	1,009,436	27.2	19,745	23,920	.0458	.0471
TOTAL METRO COUNTIES	**924.7**	**935.1**	**1.1**	**353.4**	**1.6**	**17,735,838**	**35.9**	**37,501**	**50,186**	**7,585,718**	**23.5**	**17,653**	**21,465**	**.3490**	**.3348**
TOTAL STATE	**1,012.1**	**1,023.4**	**1.1**	**386.8**	**1.6**	**19,610,814**	**35.8**	**37,933**	**50,700**	**8,323,224**	**23.1**	**17,753**	**21,518**	**.3848**	**.3686**
SOUTH CAROLINA															
ANDERSON	**147.7**	**152.6**	**3.3**	**58.8**	**4.4**	**2,495,730**	**40.4**	**31,576**	**42,444**	**1,432,501**	**37.4**	**18,518**	**24,362**	**.0527**	**.0530**
Anderson	147.7	152.6	3.3	58.8	4.4	2,495,730	40.4	31,576	42,444	1,432,501	37.4	18,518	24,362	.0527	.0530
CHARLESTON	**524.3**	**563.5**	**7.5**	**199.1**	**8.3**	**9,462,324**	**45.9**	**35,285**	**47,525**	**4,461,294**	**25.2**	**19,384**	**22,407**	**.1870**	**.1885**
Berkeley	134.9	151.8	12.5	50.5	13.7	2,277,100	53.0	33,513	45,091	482,002	35.7	8,001	9,545	.0364	.0393
Charleston	300.6	309.0	2.8	113.9	4.2	5,541,373	40.7	36,039	48,651	3,452,927	22.5	25,788	30,315	.1230	.1190
Dorchester	88.8	102.7	15.7	34.7	15.3	1,643,851	55.3	35,160	47,373	526,365	35.4	12,916	15,169	.0276	.0302
CHARLOTTE-GASTONIA-ROCK HILL	**1,200.4**	**1,291.8**	**7.6**	**495.7**	**8.8**	**25,176,937**	**44.3**	**38,298**	**50,791**	**11,530,433**	**31.8**	**19,204**	**23,261**	**.4727**	**.4821**
York	135.8	146.5	7.9	53.4	9.7	2,637,214	47.2	36,792	49,386	1,294,949	43.7	18,506	24,250	.0495	.0524
Cabarrus, N. C.	*101.0*	*106.2*	*5.1*	*40.7*	*6.3*	*1,865,966*	*37.0*	*35,573*	*45,847*	*894,014*	*28.8*	*18,123*	*21,966*	*.0377*	*.0370*
Gaston, N. C.	*176.9*	*180.9*	*2.3*	*68.0*	*3.0*	*2,844,293*	*30.1*	*33,136*	*41,828*	*1,604,244*	*36.2*	*17,848*	*23,592*	*.0627*	*.0602*
Lincoln, N. C.	*52.1*	*57.0*	*9.4*	*21.6*	*10.8*	*952,522*	*45.1*	*33,661*	*44,098*	*344,594*	*33.0*	*13,290*	*15,953*	*.0172*	*.0178*
Mecklenburg, N. C.	*534.6*	*586.4*	*9.7*	*232.2*	*10.9*	*13,347,721*	*49.2*	*42,717*	*57,484*	*6,212,911*	*30.1*	*22,797*	*26,757*	*.2407*	*.2493*
Rowan, N. C.	*112.6*	*118.1*	*4.9*	*45.9*	*6.0*	*1,831,974*	*34.8*	*31,390*	*39,912*	*616,323*	*21.0*	*11,768*	*13,428*	*.0355*	*.0343*
Union, N. C.	*87.4*	*96.7*	*10.6*	*33.9*	*11.5*	*1,697,247*	*48.0*	*37,727*	*50,066*	*563,398*	*30.0*	*14,260*	*16,619*	*.0294*	*.0306*
COLUMBIA	**462.3**	**479.1**	**3.6**	**174.9**	**5.0**	**8,932,259**	**41.8**	**37,819**	**51,071**	**5,286,892**	**45.8**	**21,766**	**30,228**	**.1807**	**.1872**
Lexington	173.5	183.4	5.7	67.9	6.6	3,553,432	44.0	38,731	52,333	1,731,802	53.1	17,754	25,505	.0654	.0695
Richland	288.8	295.7	2.4	107.0	4.0	5,378,827	40.3	37,256	50,269	3,555,090	42.5	24,249	33,225	.1153	.1177
FLORENCE	**115.8**	**119.2**	**2.9**	**42.7**	**4.9**	**1,876,137**	**43.4**	**32,135**	**43,938**	**1,257,857**	**30.3**	**23,712**	**29,458**	**.0425**	**.0425**
Florence	115.8	119.2	2.9	42.7	4.9	1,876,137	43.4	32,135	43,938	1,257,857	30.3	23,712	29,458	.0425	.0425
GREENVILLE-SPARTANBURG	**655.3**	**692.7**	**5.7**	**264.2**	**7.0**	**12,636,886**	**45.7**	**35,137**	**47,831**	**7,014,541**	**40.9**	**20,160**	**26,550**	**.2500**	**.2596**
Greenville	327.4	343.6	4.9	133.5	6.0	6,735,460	44.8	36,952	50,453	3,773,911	36.2	22,010	28,269	.1339	.1370
Pickens	96.9	106.2	9.6	38.9	12.1	1,794,379	53.9	33,594	46,128	693,886	49.8	13,347	17,838	.0309	.0337
Spartanburg	231.0	242.9	5.2	91.8	6.4	4,107,047	43.7	33,110	44,739	2,546,744	46.1	20,200	27,742	.0852	.0889
TOTAL METRO COUNTIES	**2,164.9**	**2,284.5**	**5.5**	**842.3**	**6.8**	**39,868,805**	**43.5**	**35,224**	**47,333**	**21,851,183**	**37.9**	**20,080**	**25,942**	**.8042**	**.8243**
TOTAL STATE	**3,565.4**	**3,764.4**	**5.6**	**1,377.8**	**6.9**	**60,821,293**	**42.7**	**33,071**	**44,144**	**33,770,238**	**39.4**	**18,795**	**24,510**	**1.2514**	**1.2838**
SOUTH DAKOTA															
RAPID CITY	**84.2**	**93.0**	**10.5**	**35.8**	**12.6**	**1,850,044**	**46.1**	**39,831**	**51,677**	**1,365,276**	**57.1**	**27,323**	**38,136**	**.0380**	**.0416**
Pennington	84.2	93.0	10.5	35.8	12.6	1,850,044	46.1	39,831	51,677	1,365,276	57.1	27,323	38,136	.0380	.0416
SIOUX FALLS	**126.7**	**134.2**	**5.9**	**52.4**	**7.2**	**2,893,207**	**38.6**	**42,677**	**55,214**	**1,983,070**	**50.6**	**26,923**	**37,845**	**.0596**	**.0623**
Minnehaha	126.7	134.2	5.9	52.4	7.2	2,893,207	38.6	42,677	55,214	1,983,070	50.6	26,923	37,845	.0596	.0623
TOTAL METRO COUNTIES	**210.9**	**227.2**	**7.7**	**88.2**	**9.3**	**4,743,251**	**41.4**	**41,555**	**53,778**	**3,348,346**	**53.2**	**27,081**	**37,963**	**.0976**	**.1039**
TOTAL STATE	**702.5**	**725.0**	**3.2**	**274.4**	**4.8**	**12,774,978**	**35.9**	**35,882**	**46,556**	**7,117,606**	**45.6**	**18,663**	**25,939**	**.2619**	**.2650**
TENNESSEE															
CHATTANOOGA	**438.1**	**450.2**	**2.8**	**174.5**	**3.6**	**7,506,398**	**33.9**	**33,278**	**43,017**	**4,161,993**	**34.0**	**18,441**	**23,851**	**.1606**	**.1572**
Hamilton	288.1	293.8	2.0	116.5	3.1	5,504,703	35.3	36,010	47,251	3,218,515	32.8	21,454	27,627	.1172	.1146
Marion	25.1	26.0	3.6	9.8	5.4	311,563	29.2	25,939	31,792	175,618	40.9	13,402	17,920	.0074	.0071
Sequatchie	9.0	9.5	5.6	3.3	.0	129,810	40.6	27,978	39,336	52,895	38.7	11,555	16,029	.0025	.0026
Catoosa, Ga.	*43.6*	*46.5*	*6.7*	*17.1*	*6.2*	*580,794*	*26.8*	*28,458*	*33,965*	*324,419*	*40.6*	*14,329*	*18,972*	*.0133*	*.0130*
Dade, Ga.	*13.3*	*13.6*	*2.3*	*4.8*	*2.1*	*175,438*	*38.1*	*27,021*	*36,550*	*76,989*	*33.3*	*12,286*	*16,039*	*.0037*	*.0037*
Walker, Ga.	*59.0*	*60.8*	*3.1*	*23.0*	*4.5*	*804,090*	*30.5*	*28,004*	*34,960*	*313,557*	*36.4*	*10,449*	*13,633*	*.0165*	*.0162*

TENN. (cont.)

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
METRO AREA County	12/31/91 Total Pop (Thous.)	12/31/96 Total Pop (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	Average Household EBI 1996	1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	Retail Sales Per Household 1996	1991	1996
CLARKSVILLE-HOPKINSVILLE	**172.4**	**180.4**	**4.6**	**60.3**	**5.8**	**2,685,471**	**38.9**	**33,913**	**44,535**	**1,424,002**	**35.0**	**18,503**	**23,615**	**.0570**	**.0568**
Montgomery	104.3	115.6	10.8	40.3	12.9	1,746,845	44.5	33,870	43,346	1,012,824	43.8	19,735	25,132	.0362	.0379
Christian, Ky.	*68.1*	*64.8*	*-4.8*	*20.0*	*-6.1*	*938,626*	*29.7*	*33,983*	*46,931*	*411,178*	*17.4*	*16,437*	*20,559*	*.0208*	*.0189*
JACKSON	**78.6**	**80.5**	**2.4**	**31.0**	**3.7**	**1,408,628**	**43.8**	**32,767**	**45,440**	**919,269**	**38.1**	**22,266**	**29,654**	**.0303**	**.0308**
Madison	78.6	80.5	2.4	31.0	3.7	1,408,628	43.8	32,767	45,440	919,269	38.1	22,266	29,654	.0303	.0308
JOHNSON CITY-KINGSPORT-BRISTOL	**438.0**	**444.5**	**1.5**	**176.1**	**2.6**	**7,050,222**	**34.9**	**30,462**	**40,035**	**3,489,549**	**33.1**	**15,275**	**19,816**	**.1481**	**.1442**
Carter	51.5	51.5	0	20.8	2.5	737,563	36.2	26,678	35,460	265,966	39.5	9,391	12,787	.0145	.0142
Hawkins	45.0	46.4	3.1	18.3	5.2	671,975	36.2	28,363	36,720	194,562	40.8	7,941	10,632	.0125	.0124
Sullivan	144.7	148.9	2.9	59.7	4.2	2,750,942	41.2	33,996	46,079	1,486,788	34.5	19,296	24,904	.0558	.0560
Unicoi	16.5	16.5	.0	6.6	.0	240,063	29.3	28,126	36,373	68,464	35.5	7,653	10,373	.0046	.0044
Washington	93.2	96.0	3.0	37.7	4.1	1,596,021	36.7	32,249	42,335	823,857	35.0	16,861	21,853	.0331	.0327
Bristol city, Va.	*18.1*	*17.0*	*-6.1*	*6.9*	*-6.8*	*217,120*	*15.3*	*23,438*	*31,467*	*284,141*	*21.2*	*31,672*	*41,180*	*.0080*	*.0068*
Scott, Va.	*22.9*	*21.9*	*-4.4*	*8.3*	*-5.7*	*231,576*	*13.2*	*23,245*	*27,901*	*144,740*	*27.8*	*12,869*	*17,439*	*.0064*	*.0056*
Washington, Va.	*46.1*	*46.3*	*.4*	*17.8*	*1.1*	*604,962*	*21.4*	*28,315*	*33,987*	*221,031*	*24.1*	*10,123*	*12,417*	*.0132*	*.0121*
KNOXVILLE	**614.7**	**644.2**	**4.8**	**257.6**	**6.3**	**11,865,592**	**41.7**	**34,551**	**46,062**	**6,843,847**	**37.8**	**20,492**	**26,568**	**.2423**	**.2465**
Anderson	69.3	72.6	4.8	29.5	5.7	1,385,887	43.0	34,726	46,979	705,255	49.5	16,913	23,907	.0263	.0275
Blount	87.9	93.3	6.1	37.0	7.6	1,607,483	39.0	33,624	43,445	986,847	37.6	20,855	26,672	.0342	.0346
Grainger	17.2	17.7	2.9	7.0	7.7	235,787	47.8	24,536	33,684	54,118	45.1	5,736	7,731	.0040	.0043
Jefferson	33.4	34.9	4.5	13.6	7.9	570,365	49.1	30,361	41,939	226,267	56.8	11,452	16,637	.0101	.0109
Knox	339.9	352.3	3.6	142.4	5.0	6,981,012	40.5	36,653	49,024	4,194,321	34.2	23,050	29,455	.1448	.1451
Sevier	53.0	58.4	10.2	22.5	10.8	905,761	48.2	30,115	40,256	650,470	43.9	22,263	28,910	.0198	.0210
Union	14.0	15.0	7.1	5.6	9.8	179,297	42.2	24,726	32,017	26,569	40.6	3,706	4,744	.0031	.0031
MEMPHIS	**1,003.3**	**1,057.2**	**5.4**	**389.0**	**6.5**	**19,768,336**	**45.0**	**37,346**	**50,818**	**8,754,860**	**25.2**	**19,149**	**22,506**	**.3772**	**.3780**
Shelby	839.1	871.1	3.8	323.9	5.0	16,600,075	42.0	37,882	51,251	7,630,132	23.6	20,017	23,557	.3247	.3196
Tipton	39.1	44.0	12.5	15.6	14.7	677,251	60.7	30,981	43,414	200,659	52.2	9,694	12,863	.0109	.0123
Critterden, Ark.	*50.6*	*52.9*	*4.5*	*18.4*	*5.7*	*765,749*	*44.7*	*30,404*	*41,617*	*506,793*	*26.7*	*22,982*	*27,543*	*.0177*	*.0176*
De Soto, Miss.	*74.5*	*89.2*	*19.7*	*31.1*	*21.5*	*1,725,261*	*72.8*	*38,996*	*55,475*	*417,276*	*46.7*	*11,112*	*13,417*	*.0239*	*.0285*
NASHVILLE	**1,016.4**	**1,106.7**	**8.9**	**429.3**	**10.5**	**23,030,188**	**48.9**	**39,806**	**53,646**	**11,890,065**	**45.0**	**21,108**	**27,696**	**.4226**	**.4514**
Cheatham	28.6	32.9	15.0	11.5	15.0	565,998	57.1	36,020	49,217	94,367	47.3	6,407	8,206	.0081	.0092
Davidson	517.8	538.9	4.1	224.6	6.2	11,597,783	41.4	38,792	51,638	7,639,536	40.5	25,713	34,014	.2403	.2459
Dickson	36.5	40.9	12.1	15.6	14.7	660,423	53.1	31,714	42,335	323,689	48.6	16,014	20,749	.0123	.0134
Robertson	43.1	48.0	11.4	17.4	13.0	821,071	50.3	35,485	47,188	288,923	42.5	13,167	16,605	.0140	.0151
Rutherford	125.1	141.4	13.0	51.5	15.7	2,662,249	59.2	37,579	51,694	1,231,408	60.8	17,206	23,911	.0449	.0514
Sumner	107.9	122.2	13.3	44.3	14.8	2,410,542	56.7	39,840	54,414	807,075	50.5	13,893	18,218	.0379	.0425
Williamson	86.1	100.3	16.5	35.2	18.1	2,771,500	62.2	57,345	78,736	963,755	55.3	20,829	27,379	.0399	.0461
Wilson	71.3	82.1	15.1	29.2	15.4	1,540,622	52.4	39,961	52,761	541,312	50.6	14,211	18,538	.0252	.0278
TOTAL METRO COUNTIES	**3,363.3**	**3,550.7**	**5.5**	**1,370.4**	**6.9**	**67,271,219**	**43.5**	**36,565**	**49,089**	**34,783,461**	**36.2**	**19,912**	**25,382**	**1.3146**	**1.3425**
TOTAL STATE	**4,960.1**	**5,200.8**	**4.9**	**2,006.1**	**6.2**	**90,964,472**	**42.2**	**33,873**	**45,344**	**45,759,044**	**37.1**	**17,677**	**22,810**	**1.7989**	**1.8303**

TEXAS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
METRO AREA County	12/31/91 Total Pop (Thous.)	12/31/96 Total Pop (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	Average Household EBI 1996	1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	Retail Sales Per Household 1996	1991	1996
ABILENE	**120.1**	**123.6**	**2.9**	**45.1**	**3.4**	**2,107,579**	**38.5**	**34,908**	**46,731**	**1,348,243**	**44.7**	**21,374**	**29,895**	**.0453**	**.0462**
Taylor	120.1	123.6	2.9	45.1	3.4	2,107,579	38.5	34,908	46,731	1,348,243	44.7	21,374	29,895	.0453	.0462
AMARILLO	**189.6**	**197.1**	**4.0**	**76.8**	**5.5**	**3,498,315**	**38.1**	**34,797**	**45,551**	**2,667,883**	**39.3**	**26,312**	**34,738**	**.0805**	**.0811**
Potter	96.8	93.9	-3.0	35.8	-2.7	1,160,687	14.8	27,468	32,421	1,494,655	30.8	31,048	41,750	.0401	.0364
Randall	92.8	103.2	11.2	41.0	13.9	2,337,628	53.5	42,290	57,015	1,173,228	51.8	21,471	28,615	.0404	.0447
AUSTIN	**819.4**	**917.6**	**12.0**	**361.3**	**13.3**	**19,678,650**	**53.5**	**40,201**	**54,466**	**10,237,816**	**56.9**	**20,462**	**28,336**	**.3439**	**.3844**
Hays	68.6	76.5	11.5	25.9	10.7	1,195,980	43.4	35,650	46,177	583,905	49.7	16,668	22,545	.0230	.0244
Travis	601.8	667.9	11.0	274.0	12.7	15,021,618	53.1	40,336	54,823	8,523,789	57.9	22,195	31,109	.2679	.2996
Williamson	149.0	173.2	16.2	61.4	17.6	3,461,052	59.3	41,611	56,369	1,130,122	53.7	14,089	18,406	.0530	.0604
BEAUMONT-PORT ARTHUR	**357.7**	**349.5**	**-2.3**	**131.6**	**-1.1**	**5,649,441**	**25.1**	**33,921**	**42,929**	**3,728,229**	**37.1**	**20,432**	**28,330**	**.1336**	**.1262**
Hardin	41.1	40.5	-1.5	14.7	0	688,772	36.0	34,456	46,855	306,087	44.1	14,448	20,822	.0135	.0134
Jefferson	236.4	228.6	-3.3	87.6	-2.1	3,778,444	23.8	34,105	43,133	2,791,268	36.1	22,923	31,864	.0935	.0877
Orange	80.2	80.4	.2	29.3	1.4	1,182,225	23.7	33,078	40,349	630,874	38.5	15,763	21,532	.0266	.0251
BRAZORIA	**194.3**	**201.2**	**3.6**	**68.4**	**5.2**	**3,478,933**	**28.9**	**41,515**	**50,862**	**1,634,929**	**44.0**	**17,463**	**23,902**	**.0701**	**.0688**
Brazoria	194.3	201.2	3.6	68.4	5.2	3,478,933	28.9	41,515	50,862	1,634,929	44.0	17,463	23,902	.0701	.0688
BROWNSVILLE-HARLINGEN	**267.2**	**287.6**	**7.6**	**80.1**	**6.9**	**2,968,286**	**44.3**	**27,460**	**37,057**	**2,215,402**	**53.5**	**19,266**	**27,658**	**.0725**	**.0773**
Cameron	267.2	287.6	7.6	80.1	6.9	2,968,286	44.3	27,460	37,057	2,215,402	53.5	19,266	27,658	.0725	.0773
BRYAN-COLLEGE STATION	**124.5**	**130.3**	**4.7**	**47.4**	**6.0**	**1,866,870**	**31.4**	**31,779**	**39,385**	**1,230,290**	**46.0**	**18,857**	**25,955**	**.0428**	**.0429**
Brazos	124.5	130.3	4.7	47.4	6.0	1,866,870	31.4	31,779	39,385	1,230,290	46.0	18,857	25,955	.0428	.0429
CORPUS CHRISTI	**353.0**	**364.2**	**3.2**	**123.4**	**3.3**	**5,843,884**	**38.5**	**35,300**	**47,357**	**3,524,775**	**46.2**	**20,180**	**28,564**	**.1242**	**.1269**
Nueces	294.3	304.7	3.5	104.6	3.8	5,191,406	41.6	36,379	49,631	3,191,833	47.6	21,455	30,515	.1081	.1120
San Patricio	58.7	59.5	1.4	18.8	.5	652,478	18.3	29,485	34,706	332,942	33.8	13,307	17,710	.0161	.0149
DALLAS	**2,665.1**	**2,945.2**	**10.5**	**1,100.0**	**10.7**	**67,846,931**	**47.7**	**46,217**	**61,679**	**37,248,562**	**52.0**	**24,648**	**33,862**	**1.2299**	**1.3324**
Collin	286.8	337.6	17.7	124.2	19.1	10,192,651	62.7	60,067	82,066	3,545,755	56.2	21,768	28,549	.1441	.1675
Dallas	1,908.5	2,056.7	7.8	775.6	7.7	46,618,459	44.0	44,941	60,106	29,359,269	51.9	26,827	37,854	.9029	.9638
Denton	295.0	344.2	16.7	129.3	17.5	7,190,322	47.0	44,457	55,610	2,767,447	48.2	16,977	21,403	.1196	.1293
Ellis	90.6	105.9	16.9	36.1	18.4	1,927,048	60.6	39,337	53,381	678,580	44.1	15,439	18,797	.0310	.0348
Kaufman	55.8	65.8	17.9	22.5	18.4	1,108,637	59.9	36,486	49,273	619,974	58.7	20,560	27,554	.0202	.0232
Rockwall	28.4	35.0	23.2	12.3	25.5	809,814	56.8	52,696	65,839	277,537	59.1	17,800	22,564	.0121	.0138

S&MM ESTIMATES

METRO AREA County	POPULATION 12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	EFFECTIVE BUYING INCOME 1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	Average Household EBI 1996	RETAIL SALES 1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	Retail Sales Per Household 1996	BUYING POWER INDEX 1991	BUYING POWER INDEX 1996
DALLAS–FORT WORTH CONSOLIDATED AREA	***4,061.9***	***4,514.6***	***11.1***	***1,687.0***	***11.5***	***102,563,017***	***49.8***	***45,235***	***60,796***	***54,671,848***	***52.3***	***23,728***	***32,408***	***1.8294***	***1.9992***
EL PASO	**617.2**	**689.8**	**11.8**	**207.0**	**11.6**	**8,704,726**	**45.4**	**32,276**	**42,052**	**5,704,507**	**53.5**	**20,034**	**27,558**	**.1900**	**.2057**
El Paso	617.2	689.8	11.8	207.0	11.6	8,704,726	45.4	32,276	42,052	5,704,507	53.5	20,034	27,558	.1900	.2057
FORT WORTH–ARLINGTON	**1,396.8**	**1,569.4**	**12.4**	**587.0**	**13.1**	**34,716,086**	**54.3**	**43,354**	**59,142**	**17,423,286**	**52.8**	**21,965**	**29,682**	**.5995**	**.6668**
Johnson	101.8	114.2	12.2	39.5	12.9	2,032,616	52.9	37,972	51,459	835,438	50.1	15,903	21,150	.0350	.0385
Parker	69.3	81.4	17.5	28.6	16.3	1,551,198	58.4	39,798	54,238	511,337	37.3	15,136	17,879	.0246	.0274
Tarrant	1,225.7	1,373.8	12.1	518.9	12.9	31,132,272	54.1	43,954	59,997	16,076,511	53.5	22,793	30,982	.5399	.6009
GALVESTON–TEXAS CITY	**219.8**	**226.5**	**3.0**	**85.4**	**3.6**	**3,776,189**	**22.3**	**37,466**	**44,218**	**2,212,879**	**39.4**	**19,271**	**25,912**	**.0850**	**.0806**
Galveston	219.8	226.5	3.0	85.4	3.6	3,776,189	22.3	37,466	44,218	2,212,879	39.4	19,271	25,912	.0850	.0806
HOUSTON	**3,370.6**	**3,549.1**	**5.3**	**1,272.0**	**5.4**	**78,609,374**	**44.0**	**45,243**	**61,800**	**35,587,346**	**41.7**	**20,803**	**27,977**	**1.4115**	**1.4628**
Fort Bend	242.1	282.5	16.7	87.9	16.3	6,405,267	57.1	53,944	72,870	1,262,595	36.7	12,215	14,364	.0990	.0989
Harris	2,862.0	2,982.0	4.2	1,085.0	4.4	66,688,776	42.5	45,008	61,464	32,313,689	41.7	21,936	29,782	1.2265	1.2645
Liberty	53.4	53.4	.0	18.5	.5	819,442	38.8	32,088	44,294	390,472	46.0	14,534	21,107	.0165	.0166
Montgomery	189.4	207.1	9.3	73.2	10.7	4,332,762	50.0	43,694	59,191	1,347,907	49.4	13,648	18,414	.0685	.0741
Waller	23.7	24.1	1.7	7.4	.0	363,127	36.7	35,893	49,071	272.683	28.0	28.778	36,849	.0090	.0087
HOUSTON–GALVESTON–BRAZORIA CONSOLIDATED AREA	***3,704.7***	***3,976.8***	***5.1***	***1,425.8***	***5.3***	***85,864,496***	***42.2***	***44,591***	***60,222***	***39,435,154***	***41.7***	***20,549***	***27,658***	***1.5666***	***1.6122***
KILLEEN–TEMPLE	**262.6**	**284.2**	**8.3**	**94.4**	**8.9**	**4,550,088**	**48.7**	**35,302**	**48,200**	**1,985,077**	**41.9**	**16,135**	**21,028**	**.0845**	**.0898**
Bell	195.9	209.8	7.1	74.6	8.1	3,458,645	46.9	34,113	46,363	1,727,902	39.7	17,926	23,162	.0673	.0704
Coryell	66.7	74.5	11.7	19.8	11.9	1,091,443	54.4	39,937	55,123	257,175	58.7	9,153	12,989	.0172	.0194
LAREDO	**139.2**	**157.1**	**12.9**	**40.4**	**12.8**	**1,550,854**	**52.5**	**28,404**	**38,387**	**1,337,002**	**48.6**	**25,130**	**33,094**	**.0394**	**.0431**
Webb	139.2	157.1	12.9	40.4	12.8	1,550,854	52.5	28,404	38,387	1,337,002	48.6	25,130	33,094	.0394	.0431
LONGVIEW–MARSHALL	**163.6**	**167.7**	**2.5**	**63.2**	**3.3**	**2,826,267**	**37.5**	**33,587**	**44,719**	**2,044,965**	**46.0**	**22,888**	**32,357**	**.0636**	**.0651**
Gregg	105.3	106.8	1.4	41.2	2.5	1,874,779	34.6	34,645	45,504	1,622,291	45.1	27,803	39,376	.0454	.0460
Harrison	58.3	60.9	4.5	22.0	4.8	951,488	43.6	31,562	43,249	422,674	49.3	13,480	19,212	.0182	.0191
LUBBOCK	**226.5**	**236.2**	**4.3**	**87.2**	**5.2**	**3,858,566**	**35.2**	**34,422**	**44,250**	**2,853,965**	**40.9**	**24,438**	**32,729**	**.0893**	**.0897**
Lubbock	226.5	236.2	4.3	87.2	5.2	3,858,566	35.2	34,422	44,250	2,853,965	40.9	24,438	32,729	.0893	.0897
McALLEN–EDINBURG–MISSION	**405.5**	**467.2**	**15.2**	**125.1**	**15.0**	**4,719,960**	**57.7**	**27,511**	**37,729**	**3,218,126**	**58.6**	**18,646**	**25,724**	**.1056**	**.1200**
Hidalgo	405.5	467.2	15.2	125.1	15.0	4,719,960	57.7	27,511	37,729	3,218,126	58.6	18,646	25,724	.1056	.1200
MIDLAND	**108.1**	**111.3**	**3.0**	**41.0**	**3.8**	**2,214,867**	**30.0**	**43,129**	**54,021**	**1,230,743**	**43.6**	**21,697**	**30,018**	**.0454**	**.0448**
Midland	108.1	111.3	3.0	41.0	3.8	2,214,867	30.0	43,129	54,021	1,230,743	43.6	21,697	30,018	.0454	.0448
ODESSA	**117.2**	**112.1**	**-4.4**	**40.3**	**-3.4**	**1,789,500**	**30.3**	**32,935**	**44,404**	**1,182,628**	**38.7**	**20,451**	**29,346**	**.0418**	**.0401**
Ector	117.2	112.1	-4.4	40.3	-3.4	1,789,500	30.3	32,935	44,404	1,182,628	38.7	20,451	29,346	.0418	.0401
SAN ANGELO	**100.6**	**106.7**	**6.1**	**38.8**	**7.2**	**1,866,183**	**46.3**	**35,242**	**48,098**	**1,106,548**	**54.8**	**19,752**	**28,519**	**.0368**	**.0396**
Tom Green	100.6	106.7	6.1	38.8	7.2	1,866,183	46.3	35,242	48,098	1,106,548	54.8	19,752	28,519	.0368	.0396
SAN ANTONIO	**1,255.4**	**1,507.6**	**11.2**	**527.4**	**12.3**	**23,815,750**	**41.9**	**35,734**	**45,157**	**15,134,400**	**53.9**	**20,938**	**28,696**	**.4942**	**.5282**
Bexar	1,232.2	1,365.3	10.8	475.5	11.8	21,630,456	42.0	35,811	45,490	13,879,319	53.5	21,251	29,189	.4504	.4810
Comal	54.8	63.5	15.9	24.1	17.6	1,090,756	43.8	37,011	45,260	748,909	60.8	22,723	31,075	.0223	.0245
Guadalupe	68.4	78.8	15.2	27.8	16.3	1,094,536	37.7	33,251	39,372	506,172	53.1	13,837	18,208	.0215	.0227
SHERMAN–DENISON	**95.6**	**99.0**	**3.6**	**38.6**	**4.0**	**1,632,351**	**32.8**	**33,137**	**42,289**	**1,141,178**	**45.3**	**21,174**	**29,564**	**.0371**	**.0372**
Grayson	95.6	99.0	3.6	38.6	4.0	1,632,351	32.8	33,137	42,289	1,141,178	45.3	21,174	29,564	.0371	.0372
TEXARKANA	**120.8**	**122.5**	**1.4**	**46.2**	**2.2**	**1,942,874**	**34.3**	**31,995**	**42,054**	**1,276,556**	**38.3**	**20,427**	**27,631**	**.0442**	**.0434**
Bowie	82.1	82.9	1.0	31.3	1.6	1,388,891	33.7	33,738	44,374	947,174	36.0	22,614	30,261	.0320	.0311
Miller, Ark.	*38.7*	*39.6*	*2.3*	*14.9*	*3.5*	*553,983*	*36.1*	*28,267*	*37,180*	*329,382*	*45.2*	*15,751*	*22,106*	*.0122*	*.0123*
TYLER	**154.8**	**163.9**	**5.9**	**62.2**	**6.9**	**2,877,848**	**38.6**	**35,684**	**46,268**	**1,988,484**	**50.4**	**22,719**	**31,969**	**.0618**	**.0643**
Smith	154.8	163.9	5.9	62.2	6.9	2,877,848	38.6	35,684	46,268	1,988,484	50.4	22,719	31,969	.0618	.0643
VICTORIA	**74.4**	**74.7**	**.4**	**26.7**	**1.5**	**1,222,802**	**29.0**	**36,038**	**45,798**	**830,475**	**40.4**	**22,495**	**31,104**	**.0284**	**.0275**
Victoria	74.4	74.7	.4	26.7	1.5	1,222,802	29.0	36,038	45,798	830,475	40.4	22,495	31,104	.0284	.0275
WACO	**191.2**	**197.3**	**3.2**	**74.1**	**4.4**	**3,350,669**	**42.3**	**33,161**	**45,218**	**2,129,461**	**48.9**	**20,146**	**28,738**	**.0702**	**.0731**
McLennan	191.2	197.3	3.2	74.1	4.4	3,350,669	42.3	33,161	45,218	2,129,461	48.9	20,146	28,738	.0702	.0731
WICHITA FALLS	**122.3**	**123.4**	**.9**	**45.7**	**1.1**	**2,006,482**	**32.3**	**33,544**	**43,906**	**1,384,160**	**42.9**	**21,423**	**30,288**	**.0460**	**.0455**
Wichita	122.3	123.4	.9	45.7	1.1	2,006,482	32.3	33,544	43,906	1,384,160	42.9	21,423	30,288	.0460	.0455
TOTAL METRO COUNTIES	**14,294.4**	**15,442.5**	**8.0**	**5,521.9**	**8.5**	**298,416,242**	**44.7**	**40,497**	**54,042**	**163,278,533**	**48.4**	**21,614**	**29,569**	**5.7049**	**6.0412**
TOTAL STATE	**17,434.7**	**18,662.8**	**7.0**	**6,693.0**	**7.6**	**344,108,873**	**43.3**	**38,580**	**51,413**	**185,849,476**	**47.3**	**20,275**	**27,768**	**6.6717**	**7.0021**

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1996 PROJECTIONS

S&MM ESTIMATES

METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	Average Household EBI 1996	1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	Retail Sales Per Household 1996	1991	1996
UTAH															
PROVO-OREM	**271.7**	**297.5**	**9.5**	**80.0**	**10.7**	**3,937,099**	**50.7**	**36,145**	**49,214**	**1,533,101**	**30.6**	**16,231**	**19,164**	**.0758**	**.0794**
Utah	271.7	297.5	9.5	80.0	10.7	3,937,099	50.7	36,145	49,214	1,533,101	30.6	16,231	19,164	.0758	.0794
SALT LAKE CITY-OGDEN	**1,103.5**	**1,202.3**	**9.0**	**390.7**	**9.3**	**20,192,321**	**47.3**	**38,358**	**51,682**	**10,097,882**	**36.6**	**20,682**	**25,846**	**.3927**	**.4092**
Davis	196.2	220.6	12.4	63.1	12.7	3,564,608	51.7	41,963	56,491	1,475,034	46.1	18,031	23,376	.0636	.0691
Salt Lake	745.6	807.1	8.2	268.6	8.7	13,707,248	46.3	37,944	51,032	7,003,366	34.9	21,018	26,074	.2700	.2789
Weber	161.7	174.6	8.0	59.0	8.5	2,920,465	47.0	36,527	49,499	1,619,482	36.0	21,886	27,449	.0591	.0612
TOTAL METRO COUNTIES	**1,375.2**	**1,499.8**	**9.1**	**470.7**	**9.5**	**24,129,420**	**47.8**	**37,986**	**51,263**	**11,630,983**	**35.8**	**19,933**	**24,710**	**.4685**	**.4886**
TOTAL STATE	**1,770.2**	**1,913.9**	**8.1**	**599.5**	**8.7**	**29,851,387**	**46.9**	**36,856**	**49,794**	**14,389,822**	**37.7**	**18,958**	**24,003**	**.5842**	**.6067**
VERMONT															
BURLINGTON	**140.4**	**148.1**	**5.5**	**55.4**	**6.9**	**3,196,042**	**42.4**	**43,338**	**57,690**	**1,489,297**	**25.2**	**22,956**	**26,583**	**.0609**	**.0603**
Chittenden	135.1	142.8	5.7	53.4	7.2	3,101,052	42.8	43,617	58,072	1,464,753	25.2	23,497	27,430	.0591	.0587
Grand Isle	5.3	5.3	.0	2.0	.0	94,990	30.5	36,382	47,495	24,544	29.1	9,508	12,272	.0018	.0016
TOTAL METRO COUNTIES	**140.4**	**148.1**	**5.5**	**55.4**	**6.9**	**3,196,042**	**42.4**	**43,338**	**57,690**	**1,489,297**	**25.2**	**22,956**	**26,883**	**.0609**	**.0603**
TOTAL STATE	**572.8**	**593.4**	**3.6**	**225.1**	**4.8**	**10,815,073**	**38.7**	**36,308**	**48,046**	**5,517,612**	**24.0**	**20,716**	**24,512**	**.2229**	**.2166**
VIRGINIA															
CHARLOTTESVILLE	**133.8**	**139.7**	**4.4**	**52.4**	**5.0**	**2,683,917**	**34.6**	**39,963**	**51,220**	**1,342,052**	**24.7**	**21,565**	**25,612**	**.0551**	**.0527**
Albemarle	69.7	73.3	5.2	26.7	6.0	1,431,725	27.2	44,671	53,623	264,982	21.7	8,643	9,924	.0242	.0226
Charlottesville city	40.6	41.0	1.0	16.7	3.1	861,596	49.6	35,559	51,593	1,029,987	25.8	50,555	61,676	.0244	.0240
Fluvanna	12.9	14.3	10.9	5.2	10.6	213,816	32.8	34,258	41,118	21,617	22.8	3,746	4,157	.0036	.0033
Greene	10.6	11.1	4.7	3.8	.0	176,780	34.6	34,570	46,521	25,466	17.4	5,710	6,702	.0029	.0028
DANVILLE	**107.6**	**103.7**	**-3.6**	**41.0**	**-2.4**	**1,463,392**	**20.3**	**28,963**	**35,692**	**785,492**	**17.1**	**15,977**	**19,158**	**.0359**	**.0315**
Danville city	53.1	52.1	-1.9	21.8	.0	763,018	25.3	27,945	35,001	661,948	17.0	25,948	30,365	.0218	.0193
Pittsylvania	54.5	51.6	-5.3	19.2	-5.0	700,374	15.3	30,062	36,478	123,544	17.3	5,216	6,435	.0141	.0122
LYNCHBURG	**142.3**	**140.1**	**-1.5**	**52.5**	**-.8**	**1,995,522**	**19.1**	**31,676**	**38,010**	**1,277,720**	**24.7**	**19,371**	**24,338**	**.0506**	**.0452**
Amherst	28.6	28.4	-.7	9.8	.0	370,770	20.0	31,527	37,834	138,385	22.7	11,513	14,121	.0082	.0074
Campbell	48.0	48.9	1.9	18.5	2.2	694,729	22.7	31,285	37,553	244,112	25.4	10,757	13,195	.0146	.0133
Lynchburg city	65.7	62.8	-4.4	24.2	-3.2	930,023	16.2	32,018	38,431	895,223	24.8	28,689	36,993	.0278	.0245
NORFOLK-VIRGINIA BEACH-NEWPORT NEWS	**1,447.2**	**1,574.4**	**8.8**	**563.3**	**10.0**	**27,255,929**	**40.1**	**37,993**	**48,386**	**13,160,635**	**31.1**	**19,608**	**23,363**	**.5401**	**.5428**
Chesapeake city	161.5	185.1	14.6	64.5	16.4	3,028,834	39.8	39,119	46,938	1,340,937	31.9	18,344	20,790	.0585	.0596
Gloucester	32.3	37.9	17.3	14.0	18.6	562,419	42.4	33,466	40,173	216,052	31.7	13,906	15,432	.0105	.0109
Hampton city	136.1	140.7	3.4	53.1	4.9	2,418,472	34.1	35,631	45,546	1,669,758	26.7	26,048	31,446	.0566	.0543
James City	37.5	43.5	16.0	16.5	17.9	876,879	41.5	44,273	53,144	255,767	30.8	13,968	13,501	.0145	.0149
Newport News city	173.0	179.5	3.8	68.7	5.4	2,909,160	32.1	33,776	42,346	1,591,934	27.4	19,160	23,172	.0636	.0610
Norfolk city	266.0	275.3	3.5	94.6	4.4	4,327,256	36.7	34,931	45,743	2,390,472	29.6	20,352	25,269	.0938	.0917
Poquoson city	11.4	12.4	8.8	4.4	12.8	231,026	35.4	43,747	52,506	32,993	25.8	6,726	7,498	.0037	.0035
Portsmouth city	104.1	104.2	.1	39.6	1.8	1,392,487	22.2	29,293	35,164	759,787	24.9	15,641	19,187	.0335	.0307
Suffolk city	53.3	56.7	6.4	20.5	7.9	1,033,282	54.3	35,238	50,404	356,272	32.7	14,136	17,379	.0176	.0186
Virginia Beach city	415.8	477.3	14.8	166.0	15.6	9,215,416	47.0	43,661	55,515	3,816,524	34.0	19,828	22,991	.1638	.1718
Williamsburg city	11.9	12.5	5.0	4.2	13.5	248,511	61.7	41,541	59,169	537,169	51.6	95,766	127,897	.0088	.0099
York	44.3	49.3	11.3	17.2	13.2	1,012,217	45.9	45,640	58,850	192,970	32.6	9,574	11,219	.0152	.0159
RICHMOND-PETERSBURG	**886.6**	**936.6**	**5.6**	**364.0**	**7.0**	**18,446,664**	**34.6**	**40,281**	**50,678**	**8,421,853**	**24.2**	**19,937**	**23,137**	**.3651**	**.3516**
Charles City	6.2	5.8	-6.5	2.2	.0	82,057	19.9	31,104	37,299	7,338	35.5	2,462	3,335	.0015	.0013
Chesterfield	221.0	252.0	14.0	89.7	15.6	4,984,536	38.8	46,291	55,569	2,013,734	28.3	20,229	22,450	.0914	.0917
Colonial Heights city	16.0	15.5	-3.1	6.4	.0	388,806	44.0	42,174	60,751	192,815	36.8	22,022	30,127	.0072	.0072
Dinwiddie	20.9	20.8	-.5	7.5	.0	326,988	27.0	34,325	43,598	31,730	27.7	3,314	4,231	.0055	.0050
Goochland	14.7	15.6	6.1	5.6	9.8	341,857	33.9	50,072	61,046	49,892	22.8	7,969	8,909	.0052	.0051
Hanover	66.5	75.4	13.4	27.9	16.7	1,608,643	48.5	45,324	57,657	537,181	33.2	16,870	19,254	.0263	.0278
Henrico	225.0	241.9	7.5	101.2	9.6	5,034,651	31.6	41,443	49,750	2,252,353	22.4	19,938	22,256	.0994	.0945
Hopewell city	23.0	22.4	-2.6	9.0	.0	433,276	44.4	33,340	48,142	213,657	35.8	17,486	23,740	.0083	.0085
New Kent	11.1	12.9	16.2	4.4	12.8	270,815	59.5	43,532	61,549	35,906	35.8	6,779	8,160	.0035	.0041
Petersburg city	38.4	36.6	-4.7	14.0	-3.4	474,855	18.4	27,654	33,918	553,394	17.8	32,400	39,528	.0162	.0140
Powhatan	15.9	15.4	-3.1	4.2	-10.6	301,655	22.8	52,279	71,823	35,715	6.0	7,170	8,504	.0051	.0045
Prince George	27.8	29.3	5.4	8.9	6.0	640,483	54.2	49,463	71,964	48,364	29.4	4,448	5,434	.0084	.0091
Richmond city	200.1	193.0	-3.5	83.0	-2.0	3,558,042	26.2	33,294	42,868	2,449,774	20.5	23,998	29,515	.0871	.0788
ROANOKE	**225.0**	**224.7**	**-.1**	**90.9**	**1.0**	**3,990,217**	**25.7**	**35,259**	**43,897**	**2,579,302**	**23.4**	**23,229**	**28,375**	**.0947**	**.0872**
Botetourt	25.5	26.7	4.7	9.8	5.4	425,842	26.5	36,201	43,453	93,132	17.0	8,555	9,503	.0078	.0075
Roanoke	80.0	81.1	1.4	31.7	2.3	1,580,694	24.0	41,540	49,864	402,559	14.6	11,443	12,699	.0292	.0264
Roanoke city	95.4	92.0	-3.6	39.7	-2.5	1,512,405	24.9	29,745	38,096	1,467,742	23.9	29,114	36,971	.0433	.0394
Salem city	24.1	24.9	3.3	9.7	4.3	471,276	34.4	37,716	48,585	615,869	29.7	51,057	63,492	.0144	.0139
TOTAL METRO COUNTIES	**4,624.3**	**4,963.4**	**7.3**	**1,841.2**	**7.7**	**111,036,445**	**41.8**	**45,820**	**60,307**	**46,462,911**	**29.0**	**21,075**	**25,235**	**2.0081**	**2.0160**
TOTAL STATE	**6,348.1**	**6,736.9**	**6.0**	**2,504.2**	**6.6**	**137,670,205**	**39.7**	**41,953**	**54,976**	**58,785,108**	**28.4**	**19,485**	**23,475**	**2.5765**	**2.5574**

S&MM ESTIMATES

METRO AREA County	POPULATION 12/31/91 Total Pop. (Thous.)	12/31/96 Total Pop. (Thous.)	% Change 1991-1996	12/31/96 Total Hshlds. (Thous.)	% Change 1991-1996	EFFECTIVE BUYING INCOME 1996 Total EBI ($000)	% Change 1991-1996	Average Household EBI 1991	Average Household EBI 1996	RETAIL SALES 1996 Total Retail Sales ($000)	% Change 1991-1996	Retail Sales Per Household 1991	Retail Sales Per Household 1996	BUYING POWER INDEX 1991	BUYING POWER INDEX 1996
WASHINGTON															
BELLINGHAM	**132.5**	**147.3**	**11.2**	**56.8**	**12.5**	**2,796,681**	**46.2**	**37,886**	**49,237**	**1,631,008**	**49.5**	**21,599**	**28,715**	**.0540**	**.0581**
Whatcom	132.5	147.3	11.2	56.8	12.5	2,796,681	46.2	37,886	49,237	1,631,008	49.5	21,599	28,715	.0540	.0581
BREMERTON	**199.4**	**225.2**	**12.9**	**83.1**	**14.0**	**4,370,154**	**47.4**	**40,656**	**52,589**	**1,834,829**	**55.7**	**16,161**	**22,080**	**.0748**	**.0817**
Kitsap	199.4	225.2	12.9	83.1	14.0	4,370,154	47.4	40,656	52,589	1,834,829	55.7	16,161	22,080	.0748	.0817
OLYMPIA	**168.3**	**187.1**	**11.2**	**72.1**	**11.3**	**3,585,977**	**45.1**	**38,143**	**49,736**	**1,889,402**	**57.0**	**18,570**	**26,205**	**.0662**	**.0720**
Thurston	168.3	187.1	11.2	72.1	11.3	3,585,977	45.1	38,143	49,736	1,889,402	57.0	18,570	26,205	.0662	.0720
RICHLAND-KENNEWICK-PASCO	**152.2**	**161.2**	**5.9**	**59.0**	**6.9**	**2,824,236**	**36.9**	**37,376**	**47,868**	**1,653,338**	**49.0**	**20,109**	**28,023**	**.0579**	**.0597**
Benton	114.1	120.3	5.4	45.9	7.0	2,230,222	36.1	38,210	48,589	1,138,825	48.8	17,837	24,811	.0436	.0445
Franklin	38.1	40.9	7.3	13.1	6.5	594,014	40.1	34,469	45,345	514,513	49.2	28,031	39,276	.0143	.0152
SEATTLE	**2,032.6**	**2,158.9**	**6.2**	**866.0**	**6.8**	**52,408,193**	**38.9**	**46,514**	**60,518**	**25,400,980**	**42.0**	**22,050**	**29,331**	**.9608**	**.9800**
King	1,542.9	1,608.4	4.2	661.8	4.9	40,612,317	36.7	47,106	61,366	20,135,707	40.7	22,700	30,426	.7557	.7600
Snohomish	489.7	550.5	12.4	204.2	13.1	11,795,876	46.9	44,447	57,766	5,265,273	47.4	19,779	25,785	.2051	.2200
SEATTLE-TACOMA CONSOLIDATED AREA	***2,637.5***	***2,813.7***	***6.7***	***1,106.5***	***7.2***	***64,439,104***	***39.3***	***44,798***	***58,237***	***31,313,454***	***41.8***	***21,387***	***28,300***	***1.1919***	***1.2180***
SPOKANE	**365.4**	**380.1**	**4.0**	**150.6**	**5.0**	**6,681,952**	**36.1**	**34,236**	**44,369**	**4,608,044**	**47.7**	**21,749**	**30,598**	**.1460**	**.1493**
Spokane	365.4	380.1	4.0	150.6	5.0	6,681,952	36.1	34,236	44,369	4,608,044	47.7	21,749	30,598	.1460	.1493
TACOMA	**604.9**	**654.8**	**8.2**	**240.5**	**8.6**	**12,030,911**	**41.1**	**38,509**	**50,025**	**5,912,474**	**40.9**	**18,957**	**24,584**	**.2311**	**.2380**
Pierce	604.9	654.8	8.2	240.5	8.6	12,030,911	41.1	38,509	50,025	5,912,474	40.9	18,957	24,584	.2311	.2380
VANCOUVER	**250.2**	**287.7**	**15.0**	**107.0**	**15.3**	**5,417,357**	**49.2**	**39,123**	**50,630**	**2,159,640**	**55.1**	**15,005**	**20,184**	**.0913**	**.1004**
Clark	250.2	287.7	15.0	107.0	15.3	5,417,357	49.2	39,123	50,630	2,159,640	55.1	15,005	20,184	.0913	.1004
YAKIMA	**191.7**	**199.5**	**4.1**	**69.7**	**4.5**	**2,867,039**	**34.7**	**31,906**	**41,134**	**1,808,352**	**46.6**	**18,489**	**25,945**	**.0609**	**.0648**
Yakima	191.7	199.5	4.1	69.7	4.5	2,867,039	34.7	31,906	41,134	1,808,352	46.6	18,489	25,945	.0609	.0648
TOTAL METRO COUNTIES	**4,097.2**	**4,401.8**	**7.4**	**1,704.8**	**8.0**	**92,982,500**	**40.2**	**42,815**	**54,542**	**46,898,067**	**44.7**	**20,727**	**27,509**	**1.7460**	**1.8040**
TOTAL STATE	**5,009.1**	**5,384.2**	**7.5**	**2,081.4**	**8.0**	**108,913,503**	**40.0**	**40,368**	**52,327**	**54,630,065**	**44.8**	**19,575**	**26,247**	**2.0892**	**2.1263**

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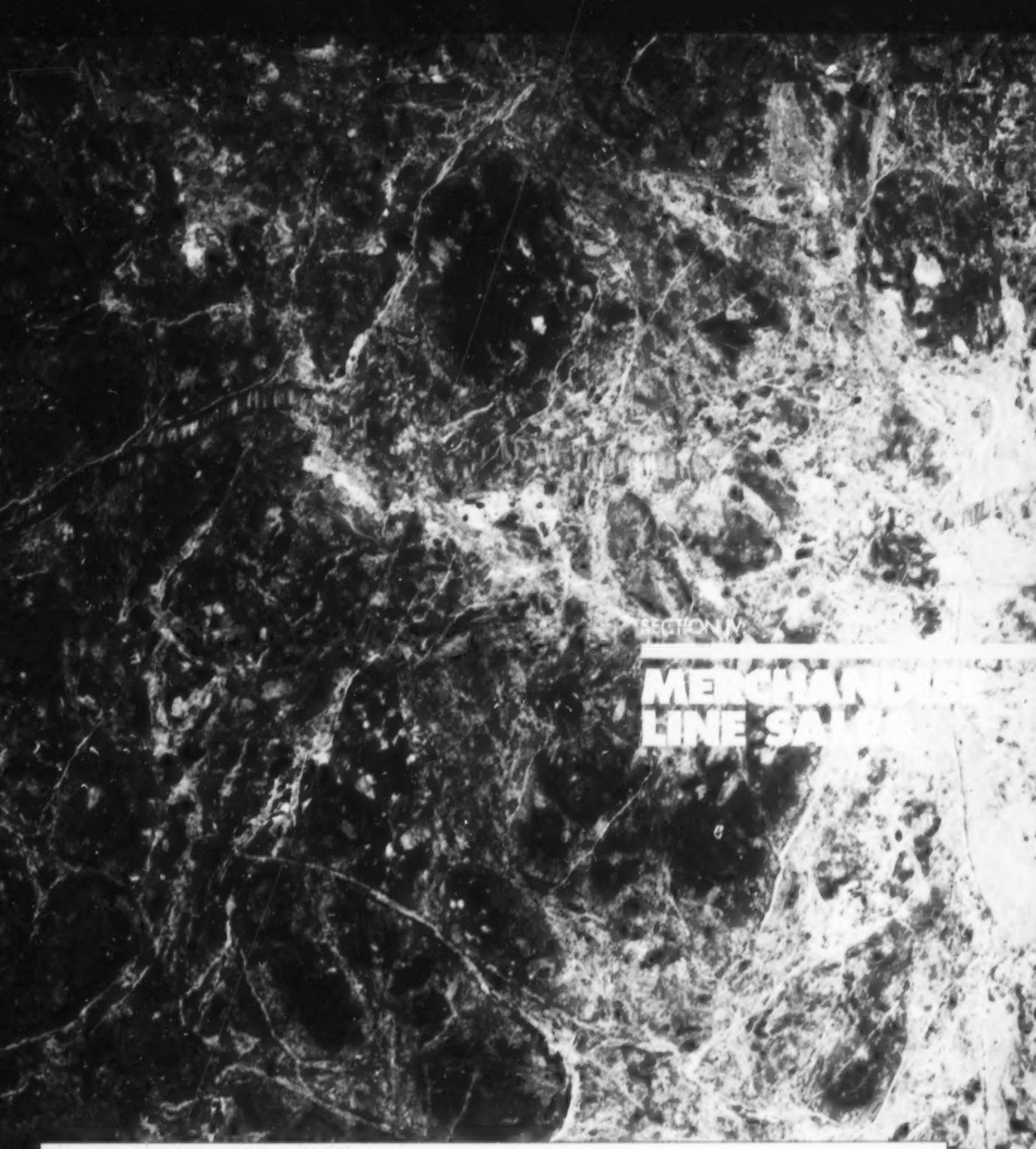
1996 PROJECTIONS

S&MM ESTIMATES

METRO AREA County	POPULATION 12/31/91 Total Pop. (Thous.)	POPULATION 12/31/96 Total Pop. (Thous.)	POPULATION % Change 1991-1996	POPULATION 12/31/96 Total Hshlds. (Thous.)	POPULATION % Change 1991-1996	EFFECTIVE BUYING INCOME 1996 Total EBI ($000)	EFFECTIVE BUYING INCOME % Change 1991-1996	EFFECTIVE BUYING INCOME Average Household EBI 1991	EFFECTIVE BUYING INCOME Average Household EBI 1996	RETAIL SALES 1996 Total Retail Sales ($000)	RETAIL SALES % Change 1991-1996	RETAIL SALES Retail Sales Per Household 1991	RETAIL SALES Retail Sales Per Household 1996	BUYING POWER INDEX 1991	BUYING POWER INDEX 1996
WEST VIRGINIA															
CHARLESTON	**249.9**	**252.7**	**1.1**	**102.8**	**2.4**	**4,763,714**	**42.6**	**33,267**	**46,340**	**3,498,099**	**36.8**	**18,187**	**24,201**	**.0947**	**.0955**
Kanawha	205.9	204.8	-.5	85.2	1.1	3,949,709	41.1	33,196	46,358	2,257,168	37.6	19,457	26,493	.0809	.0811
Putnam	44.0	47.9	8.9	17.6	9.3	814,005	50.3	33,641	46,250	240,931	29.7	11,538	13,689	.0138	.0144
HUNTINGTON-ASHLAND	**311.0**	**311.3**	**.1**	**120.9**	**1.3**	**4,786,075**	**35.8**	**29,546**	**39,587**	**2,489,687**	**31.3**	**15,897**	**20,593**	**.1027**	**.1001**
Cabell	95.8	94.7	-1.1	38.9	.3	1,694,851	39.7	31,273	43,569	1,128,228	28.9	22,563	29,003	.0382	.0373
Wayne	41.3	41.7	1.0	16.1	3.2	605,860	44.1	26,948	37,631	165,369	50.8	7,031	10,271	.0106	.0111
Boyd, Ky.	*50.7*	*50.0*	*-1.4*	*19.6*	*-.5*	*722,485*	*18.7*	*30,899*	*36,861*	*552,150*	*21.7*	*23,040*	*28,171*	*.0196*	*.0174*
Carter, Ky.	*24.3*	*24.3*	*.0*	*8.7*	*.0*	*332,147*	*44.6*	*26,404*	*38,178*	*144,849*	*38.7*	*12,002*	*16,649*	*.0067*	*.0068*
Greenup, Ky.	*36.9*	*37.8*	*2.4*	*14.0*	*3.7*	*508,989*	*23.7*	*30,476*	*36,356*	*133,325*	*26.1*	*7,833*	*9,523*	*.0101*	*.0093*
Lawrence, Ohio	*62.0*	*62.8*	*1.3*	*23.6*	*2.6*	*921,743*	*43.8*	*27,879*	*39,057*	*365,766*	*47.9*	*10,756*	*15,499*	*.0175*	*.0182*
PARKERSBURG-MARIETTA	**148.6**	**149.2**	**.4**	**58.7**	**1.7**	**2,598,048**	**40.4**	**32,077**	**44,260**	**1,466,009**	**35.1**	**18,812**	**24,975**	**.0543**	**.0542**
Wood	86.6	87.9	1.5	35.1	2.9	1,546,255	42.0	31,937	44,053	965,094	33.8	21,146	27,496	.0332	.0334
Washington, Ohio	*62.0*	*61.3*	*-1.1*	*23.6*	*.0*	*1,051,793*	*38.1*	*32,280*	*44,568*	*500,915*	*37.5*	*15,440*	*21,225*	*.0211*	*.0208*
STEUBENVILLE-WEIRTON	**140.8**	**138.6**	**-1.6**	**54.7**	**.8**	**2,341,960**	**36.5**	**31,356**	**42,815**	**1,093,951**	**40.7**	**14,217**	**19,999**	**.0469**	**.0464**
Brooke	26.7	27.2	1.9	10.6	5.0	514,846	49.1	34,179	48,570	152,028	40.2	10,738	14,342	.0086	.0089
Hancock	35.0	35.4	1.1	14.1	2.9	472,483	21.8	28,324	33,509	204,816	32.9	11,250	14,526	.0103	.0097
Jefferson, Ohio	*79.1*	*76.0*	*-3.9*	*30.0*	*-2.9*	*1,354,631*	*38.0*	*31,778*	*45,154*	*737,107*	*43.1*	*16,669*	*24,570*	*.0278*	*.0278*
WHEELING	**157.1**	**153.5**	**-2.3**	**61.5**	**-1.1**	**2,430,298**	**32.0**	**29,601**	**39,517**	**1,379,910**	**32.9**	**16,692**	**22,436**	**.0641**	**.0619**
Marshall	37.2	37.7	1.3	14.6	3.5	561,393	34.0	29,719	38,452	258,531	36.5	13,437	17,708	.0116	.0115
Ohio	50.3	49.8	-1.0	20.4	.0	919,076	39.9	32,201	45,053	420,400	28.1	16,093	20,608	.0182	.0179
Belmont, Ohio	*69.6*	*66.0*	*-5.2*	*26.5*	*-4.3*	*949,829*	*24.1*	*27,626*	*35,843*	*700,879*	*34.7*	*18,789*	*26,448*	*.0243*	*.0225*
TOTAL METRO COUNTIES	**650.0**	**656.5**	**1.0**	**263.9**	**2.5**	**11,552,182**	**41.3**	**31,769**	**43,775**	**5,906,609**	**34.3**	**17,078**	**22,378**	**.2331**	**.2336**
TOTAL STATE	**1,784.3**	**1,797.8**	**.8**	**702.5**	**2.3**	**27,727,519**	**39.8**	**28,876**	**39,470**	**13,827,363**	**36.3**	**14,777**	**19,683**	**.5737**	**.5724**
WISCONSIN															
APPLETON-OSHKOSH-NEENAH	**321.0**	**337.6**	**5.2**	**125.5**	**6.4**	**6,051,942**	**33.3**	**38,468**	**48,223**	**3,285,714**	**33.7**	**20,820**	**26,181**	**.1265**	**.1243**
Calumet	34.9	36.3	4.0	12.5	4.2	538,666	22.7	36,574	43,093	204,169	26.5	13,445	16,334	.0112	.0105
Outagamie	143.3	150.7	5.2	55.1	6.6	2,732,879	32.9	39,771	49,599	1,561,825	33.4	22,643	28,345	.0581	.0570
Winnebago	142.8	150.6	5.5	57.9	6.6	2,780,397	36.0	37,646	48,021	1,519,720	35.1	20,714	26,247	.0572	.0568
EAU CLAIRE	**139.8**	**146.2**	**4.6**	**54.2**	**5.9**	**2,427,651**	**40.3**	**33,794**	**44,791**	**1,498,796**	**38.5**	**21,130**	**27,653**	**.0521**	**.0526**
Chippewa	52.9	54.8	3.6	20.2	4.7	830,000	33.0	32,338	41,089	569,469	35.3	21,810	28,192	.0196	.0191
Eau Claire	86.9	91.4	5.2	34.0	6.6	1,597,651	44.4	34,675	46,990	929,327	40.6	20,719	27,333	.0325	.0335
GREEN BAY	**197.4**	**202.8**	**2.7**	**76.5**	**4.1**	**3,961,820**	**37.1**	**39,320**	**51,788**	**2,426,479**	**38.0**	**23,930**	**31,719**	**.0833**	**.0831**
Brown	197.4	202.8	2.7	76.5	4.1	3,961,820	37.1	39,320	51,788	2,426,479	38.0	23,930	31,719	.0833	.0831
JANESVILLE-BELOIT	**139.6**	**140.8**	**.9**	**53.4**	**1.9**	**2,299,930**	**20.7**	**36,373**	**43,070**	**1,342,295**	**24.1**	**20,638**	**25,137**	**.0544**	**.0491**
Rock	139.6	140.8	.9	53.4	1.9	2,299,930	20.7	36,373	43,070	1,342,295	24.1	20,638	25,137	.0544	.0491
KENOSHA	**130.6**	**137.5**	**5.3**	**50.6**	**5.9**	**2,083,430**	**24.7**	**34,945**	**41,175**	**1,063,388**	**40.1**	**15,877**	**21,016**	**.0452**	**.0433**
Kenosha	130.6	137.5	5.3	50.6	5.9	2,083,430	24.7	34,945	41,175	1,063,388	40.1	15,877	21,016	.0452	.0433
LA CROSSE	**99.2**	**103.3**	**4.1**	**39.8**	**6.4**	**1,676,344**	**32.5**	**33,822**	**42,119**	**1,136,978**	**35.1**	**22,503**	**28,567**	**.0386**	**.0379**
La Crosse	99.2	103.3	4.1	39.8	6.4	1,676,344	32.5	33,822	42,119	1,136,978	35.1	22,503	28,567	.0386	.0379
MADISON	**374.6**	**392.5**	**4.8**	**153.4**	**5.4**	**8,794,828**	**42.9**	**42,265**	**57,333**	**4,141,331**	**30.7**	**21,762**	**26,997**	**.1643**	**.1652**
Dane	374.6	392.5	4.8	153.4	5.4	8,794,828	42.9	42,265	57,333	4,141,331	30.7	21,762	26,997	.1643	.1652
MILWAUKEE	**1,445.6**	**1,484.4**	**2.7**	**564.2**	**3.8**	**30,706,702**	**37.4**	**41,136**	**54,425**	**14,666,920**	**35.3**	**19,952**	**25,996**	**.5924**	**.5881**
Milwaukee	961.9	974.3	1.3	384.0	2.5	18,521,778	35.8	36,412	48,234	9,247,676	32.6	18,618	24,082	.3736	.3656
Ozaukee	74.5	78.4	5.2	28.1	6.4	1,954,553	36.3	54,322	69,557	687,260	38.8	18,754	24,458	.0333	.0332
Washington	97.6	102.9	5.4	35.8	5.9	2,179,199	43.3	44,981	60,871	691,040	28.7	15,891	19,303	.0370	.0373
Waukesha	311.6	328.8	5.5	116.3	7.0	8,051,172	39.7	53,013	69,228	4,040,944	42.4	26,102	34,746	.1485	.1520
MILWAUKEE-RACINE CONSOLIDATED AREA	***1,622.0***	***1,664.3***	***2.6***	***629.9***	***3.7***	***34,277,706***	***37.3***	***41,080***	***54,418***	***16,375,713***	***35.1***	***19,956***	***25,997***	***.6623***	***.6571***
RACINE	**176.4**	**179.9**	**2.0**	**65.7**	**2.3**	**3,571,004**	**37.0**	**40,605**	**54,353**	**1,708,793**	**33.1**	**19,992**	**26,009**	**.0699**	**.0690**
Racine	176.4	179.9	2.0	65.7	2.3	3,571,004	37.0	40,605	54,353	1,708,793	33.1	19,992	26,009	.0699	.0690
SHEBOYGAN	**105.0**	**108.6**	**3.4**	**41.0**	**4.9**	**1,805,860**	**25.4**	**36,819**	**44,045**	**849,560**	**28.4**	**16,922**	**20,721**	**.0385**	**.0360**
Sheboygan	105.0	108.6	3.4	41.0	4.9	1,805,860	25.4	36,819	44,045	849,560	28.4	16,922	20,721	.0385	.0360
WAUSAU	**116.9**	**121.6**	**4.0**	**44.1**	**4.8**	**2,138,861**	**36.8**	**37,141**	**48,500**	**1,033,688**	**30.0**	**18,881**	**23,440**	**.0433**	**.0426**
Marathon	116.9	121.6	4.0	44.1	4.8	2,138,861	36.8	37,141	48,500	1,033,688	30.0	18,881	23,440	.0433	.0426
TOTAL METRO COUNTIES	**3,340.6**	**3,458.5**	**3.5**	**1,307.5**	**4.6**	**67,520,160**	**36.6**	**39,558**	**51,641**	**34,001,452**	**34.2**	**20,269**	**26,005**	**1.3437**	**1.3287**
TOTAL STATE	**4,952.4**	**5,129.2**	**3.6**	**1,935.0**	**4.7**	**94,604,262**	**36.8**	**37,435**	**48,891**	**47,164,595**	**34.1**	**19,041**	**24,374**	**1.8975**	**1.8774**
WYOMING															
CASPER	**60.1**	**59.1**	**-1.7**	**23.5**	**.0**	**1,197,445**	**38.8**	**36,698**	**50,955**	**634,264**	**37.6**	**19,617**	**26,990**	**.0238**	**.0238**
Natrona	60.1	59.1	-1.7	23.5	.0	1,197,445	38.8	36,698	50,955	634,264	37.6	19,617	26,990	.0238	.0238
CHEYENNE	**74.1**	**77.9**	**5.1**	**30.1**	**5.6**	**1,562,094**	**46.9**	**37,323**	**51,897**	**769,198**	**39.9**	**19,291**	**25,555**	**.0291**	**.0304**
Laramie	74.1	77.9	5.1	30.1	5.6	1,562,094	46.9	37,323	51,897	769,198	39.9	19,291	25,555	.0291	.0304
TOTAL METRO COUNTIES	**134.2**	**137.0**	**2.1**	**53.6**	**3.1**	**2,759,539**	**43.3**	**37,041**	**51,484**	**1,403,462**	**38.8**	**19,438**	**26,184**	**.0529**	**.0542**
TOTAL STATE	**452.3**	**468.1**	**3.5**	**176.6**	**4.6**	**8,969,938**	**45.0**	**36,619**	**50,792**	**3,983,761**	**42.6**	**16,543**	**22,558**	**.1646**	**.1707**



SECTION IV

MERCHANDIS
LINE SAL

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1991 Regional and State Summaries of Merchandise Line Sales

S&MM ESTIMATES	GROCERIES & OTHER FOODS		DRUGS & HEALTH & BEAUTY AIDS		WOMEN'S & GIRLS' CLOTHING		MEN'S & BOYS' CLOTHING		FOOTWEAR		MAJOR HOUSEHOLD APPLIANCES		FURNITURE & SLEEP EQUIPMENT	
REGION State	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Dept. Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In F/H/A Stores ($000)	In All Stores ($000)	In F/H/A Stores ($000)
NEW ENGLAND	**18,902,274**	**17,856,395**	**4,679,752**	**3,156,589**	**5,973,167**	**2,991,380**	**2,998,349**	**1,125,691**	**1,442,840**	**984,713**	**1,191,616**	**497,271**	**1,978,320**	**1,499,251**
Connecticut	4,395,857	4,186,210	1,130,773	714,211	1,433,828	757,603	691,313	281,369	354,704	264,709	293,972	161,289	553,522	416,999
Maine	1,695,105	1,578,948	388,871	232,322	442,780	159,961	334,958	68,571	190,047	73,784	109,333	48,731	128,955	95,613
Massachusetts	8,903,463	8,444,539	2,289,149	1,617,534	3,105,985	1,588,769	1,449,854	568,992	660,535	473,077	523,490	196,474	947,516	720,414
New Hampshire	1,863,660	1,745,670	368,815	234,322	484,326	213,957	245,188	102,312	118,580	89,398	148,539	58,462	177,002	131,766
Rhode Island	1,211,989	1,138,034	338,276	256,943	344,411	186,812	176,314	80,006	81,200	58,596	80,108	16,653	108,646	80,814
Vermont	832,300	762,994	163,868	101,257	161,837	84,278	100,722	24,441	37,754	25,149	36,174	15,662	62,679	53,645
MIDDLE ATLANTIC	**49,385,930**	**47,227,354**	**13,760,785**	**8,695,220**	**17,635,204**	**9,276,364**	**8,417,529**	**3,354,886**	**4,341,790**	**3,276,377**	**3,124,702**	**1,626,767**	**5,852,755**	**4,404,285**
New Jersey	11,522,565	11,162,613	3,117,733	1,794,088	4,385,897	2,419,237	1,939,521	774,455	1,043,076	778,465	701,750	361,875	1,590,154	1,239,865
New York	22,974,725	21,972,432	6,500,348	4,223,925	8,182,126	4,613,195	4,077,219	1,484,711	2,115,520	1,591,591	1,474,794	790,579	2,688,358	2,040,015
Pennsylvania	14,888,640	14,092,309	4,142,704	2,677,207	5,067,181	2,243,932	2,400,789	1,095,720	1,183,194	906,321	948,158	474,313	1,574,243	1,124,405
EAST NORTH CENTRAL	**47,999,169**	**42,068,471**	**15,083,192**	**9,381,937**	**18,699,994**	**8,096,627**	**8,900,863**	**4,451,131**	**4,675,654**	**3,150,672**	**3,719,586**	**1,835,792**	**5,951,412**	**4,260,151**
Illinois	12,683,773	11,617,878	4,234,117	2,633,576	5,849,401	2,772,785	2,723,957	1,170,079	1,460,637	980,335	1,060,191	484,964	1,827,491	1,221,552
Indiana	5,803,910	5,333,507	1,949,703	1,283,533	2,759,678	902,726	1,048,376	571,589	616,457	381,045	492,129	250,582	697,588	493,064
Michigan	11,340,833	8,875,231	3,363,151	2,141,637	3,841,287	1,939,334	1,936,960	956,734	1,017,360	741,826	823,581	429,251	1,313,337	995,135
Ohio	12,332,671	11,224,057	4,047,373	2,474,223	4,343,468	1,734,233	2,166,360	1,281,117	1,081,628	725,479	901,353	430,991	1,484,045	1,076,847
Wisconsin	5,837,982	5,017,798	1,488,848	848,968	1,906,160	747,549	1,025,210	471,612	499,572	321,987	442,332	240,004	628,951	473,553
WEST NORTH CENTRAL	**20,563,665**	**18,497,910**	**5,741,297**	**2,813,228**	**6,729,773**	**2,793,948**	**3,482,669**	**1,738,372**	**1,764,244**	**1,126,266**	**1,265,885**	**485,764**	**1,837,848**	**1,270,194**
Iowa	3,334,688	3,030,988	907,715	489,248	1,032,299	412,433	514,315	258,064	247,920	175,791	184,767	71,735	256,995	177,612
Kansas	2,807,724	2,559,412	834,356	369,676	845,265	347,862	439,840	221,243	242,112	156,982	175,887	64,863	234,408	156,912
Minnesota	5,570,500	4,898,207	1,494,000	732,662	1,902,112	813,227	1,040,142	485,949	470,639	286,031	342,553	135,100	581,517	392,934
Missouri	5,532,664	5,039,585	1,602,226	775,632	1,923,961	786,127	915,534	521,981	513,466	324,469	364,500	131,359	492,300	331,938
Nebraska	1,793,843	1,608,196	478,529	236,284	547,078	229,347	324,213	135,624	164,961	100,671	106,993	51,818	161,736	129,108
North Dakota	724,765	656,101	219,325	107,086	259,355	107,465	135,275	66,375	63,243	38,542	46,227	14,730	55,749	38,255
South Dakota	799,481	705,421	205,146	102,640	219,703	97,487	113,350	49,136	61,903	43,780	44,958	16,159	55,143	43,435
SOUTH ATLANTIC	**52,677,818**	**48,751,392**	**16,602,502**	**10,107,944**	**18,259,937**	**8,432,735**	**8,434,335**	**3,968,452**	**4,963,723**	**3,371,763**	**4,123,635**	**1,802,102**	**7,456,418**	**5,566,966**
Delaware	893,852	838,976	274,552	183,183	346,742	133,765	178,785	99,852	90,627	56,283	74,394	24,781	168,095	125,188
District of Columbia	486,045	444,820	250,798	171,898	271,647	172,833	135,356	37,944	80,725	63,393	29,952	10,069	75,622	53,827
Florida	16,854,428	15,579,058	5,417,950	3,133,823	5,743,965	2,720,994	2,614,294	1,325,991	1,587,663	1,113,545	1,469,705	697,563	2,555,091	1,856,278
Georgia	7,511,080	6,811,206	2,316,907	1,432,194	2,776,397	1,161,591	1,248,706	601,034	731,758	449,747	612,084	267,788	974,256	743,761
Maryland	5,653,805	5,271,553	1,931,579	1,103,419	2,177,730	1,027,677	1,089,560	467,409	587,298	422,592	386,893	140,644	859,366	600,747
North Carolina	7,653,224	7,049,242	2,234,545	1,486,769	2,334,452	1,181,730	1,110,194	497,519	678,358	467,313	611,856	276,941	1,181,336	912,830
South Carolina	4,289,930	4,005,355	1,186,083	757,223	1,347,335	724,662	582,384	259,339	375,781	251,631	300,398	149,208	459,981	378,333
Virginia	7,384,692	6,920,633	2,317,086	1,388,443	2,707,961	1,124,081	1,209,532	543,089	685,777	450,206	502,467	192,911	1,008,642	770,340
West Virginia	1,950,762	1,830,549	673,002	450,992	553,708	185,402	265,424	136,275	145,736	97,053	135,886	42,197	174,029	125,662
EAST SOUTH CENTRAL	**16,270,902**	**14,998,062**	**5,444,057**	**3,300,163**	**5,570,868**	**2,528,224**	**2,592,938**	**1,324,625**	**1,484,475**	**955,241**	**1,243,594**	**569,472**	**1,810,904**	**1,452,419**
Alabama	4,351,501	4,037,323	1,385,651	833,723	1,558,628	781,062	696,776	334,999	418,944	286,799	334,563	132,756	491,364	387,698
Kentucky	4,268,332	3,923,915	1,442,993	917,518	1,372,409	555,004	641,798	362,817	339,262	201,279	280,029	136,172	427,756	337,059
Mississippi	2,597,140	2,414,920	854,472	503,956	726,893	315,483	334,656	165,230	222,794	137,082	178,512	68,339	256,523	210,994
Tennessee	5,053,929	4,621,904	1,760,941	1,044,966	1,912,938	876,675	919,708	461,579	503,470	330,081	450,490	232,205	635,261	516,668
WEST SOUTH CENTRAL	**31,782,078**	**29,722,231**	**10,097,982**	**4,624,648**	**10,589,830**	**4,969,884**	**5,188,287**	**2,386,829**	**3,099,384**	**2,142,828**	**2,166,869**	**953,194**	**3,354,554**	**2,359,937**
Arkansas	2,861,518	2,635,570	818,388	406,845	778,053	348,509	351,772	190,411	220,544	138,726	195,393	71,638	265,959	216,804
Louisiana	5,575,564	5,223,392	1,769,028	973,781	1,587,738	689,258	738,962	361,573	506,627	344,757	368,964	185,735	489,951	348,306
Oklahoma	3,509,019	3,275,203	1,044,441	489,334	1,059,424	545,104	517,696	218,693	306,246	211,151	212,819	92,028	337,907	257,071
Texas	19,835,977	18,588,066	6,466,125	2,754,688	7,164,615	3,387,013	3,579,857	1,616,152	2,065,967	1,448,194	1,389,693	603,793	2,260,737	1,537,756
MOUNTAIN	**16,546,868**	**15,115,372**	**4,493,753**	**1,833,681**	**5,053,284**	**2,113,188**	**2,576,411**	**1,207,304**	**1,486,883**	**1,032,223**	**1,153,320**	**558,777**	**1,905,520**	**1,430,585**
Arizona	4,671,137	4,306,309	1,259,492	638,603	1,457,564	542,928	680,307	340,218	393,451	271,632	347,120	176,574	585,967	415,444
Colorado	4,075,111	3,703,000	1,129,763	360,999	1,425,455	603,653	702,344	331,874	376,030	252,333	271,504	117,881	514,898	381,688
Idaho	1,145,146	1,042,650	289,948	122,432	254,918	123,077	146,024	55,239	80,428	58,872	74,794	42,519	103,404	82,312
Montana	1,063,263	972,901	287,566	114,878	256,098	109,587	125,223	47,508	73,311	54,349	63,125	32,348	86,325	70,247
Nevada	1,575,745	1,447,792	491,320	195,692	523,803	208,365	299,285	146,287	189,681	126,000	119,829	58,789	195,935	137,987
New Mexico	1,663,624	1,536,230	411,224	206,780	439,174	200,034	243,543	102,145	156,772	111,562	128,427	44,613	159,633	124,732
Utah	1,854,644	1,662,618	479,650	146,157	574,246	267,628	312,896	162,377	179,916	129,651	122,600	75,758	727,200	194,348
Wyoming	498,195	443,672	144,790	46,120	122,026	57,916	66,789	21,656	37,294	27,824	25,921	10,295	32,158	23,827
PACIFIC	**50,082,523**	**44,533,451**	**15,178,842**	**8,156,901**	**16,057,619**	**8,572,802**	**8,228,608**	**3,261,343**	**4,795,646**	**3,426,976**	**3,440,959**	**1,642,172**	**5,994,967**	**4,463,725**
Alaska	1,016,689	862,204	229,275	87,388	216,818	143,354	109,393	24,310	62,089	41,092	35,381	8,197	68,195	38,889
California	36,142,494	33,682,846	11,180,311	6,296,277	12,193,996	6,375,525	6,197,159	2,472,420	3,646,958	2,635,106	2,669,218	1,265,611	4,611,842	3,453,765
Hawaii	1,689,489	1,532,015	661,680	356,553	754,627	453,092	403,547	161,880	166,496	135,489	99,355	37,270	186,835	141,047
Orego	4,313,304	3,357,528	1,104,191	421,436	1,038,324	578,127	546,349	216,977	340,231	222,454	232,455	126,006	390,776	300,043
Washington	6,920,547	6,098,858	2,003,185	995,247	1,853,854	1,022,704	972,160	385,556	579,872	392,835	404,550	205,088	737,319	529,981
TOTAL UNITED STATES	**304,211,324**	**278,779,636**	**91,082,162**	**52,070,311**	**104,569,676**	**49,775,152**	**50,819,089**	**22,816,633**	**28,054,634**	**19,467,069**	**21,480,166**	**9,971,311**	**36,142,698**	**26,707,513**

Grocery and Other Food Sales

Area	($000)	Rank
Los Angeles–Long Beach, Cal.	10,604,767	1
New York, N.Y.	8,845,238	2
Chicago, Ill.	7,034,328	3
Philadelphia, Pa.	6,297,104	4
Boston–Lawrence–Salem–Lowell–Brockton, Mass.	5,655,616	5
Detroit, Mich.	5,047,894	6
Washington, D.C.	4,703,958	7
Nassau–Suffolk, N.Y.	4,601,547	8
Houston, Tex.	3,965,395	9
Dallas, Tex.	3,396,960	10
Atlanta, Ga.	3,396,850	11
Minneapolis–St. Paul, Minn.	3,269,571	12
Seattle, Wash.	3,072,331	13
Anaheim–Santa Ana, Cal.	2,981,391	14
San Diego, Cal.	2,941,673	15
Riverside–San Bernardino, Cal.	2,928,303	16
Phoenix, Ariz.	2,901,296	17
Baltimore, Md.	2,732,112	18
St. Louis, Mo.	2,706,943	19
Tampa–St. Petersburg–Clearwater, Fla.	2,705,398	20
Newark, N.J.	2,693,910	21
Oakland, Cal.	2,663,480	22
Pittsburgh, Pa.	2,530,460	23
San Francisco, Cal.	2,320,534	24
Miami–Hialeah, Fla.	2,219,669	25
Denver, Colo.	2,114,780	26
Cleveland, Ohio	2,108,689	27
Bergen–Passaic, N.J.	2,007,100	28
Portland, Ore.	1,917,206	29
Sacramento, Cal.	1,891,116	30
Fort Lauderdale–Hollywood–Pompano Beach, Fla.	1,847,718	31
Cincinnati, Ohio	1,778,099	32
Kansas City, Mo.–Kans.	1,777,928	33
San Jose, Cal.	1,763,630	34
New Orleans, La.	1,718,399	35
Milwaukee, Wisc.	1,667,165	36
Fort Worth–Arlington, Tex.	1,635,176	37
Middlesex–Somerset–Hunterdon, N.J.	1,613,860	38
Monmouth–Ocean, N.J.	1,547,775	39
Columbus, Ohio	1,544,077	40
Norfolk–Virginia Beach–Newport News, Va.	1,452,093	41
Buffalo, N.Y.	1,412,242	42
Orlando, Fla.	1,404,015	43
San Antonio, Tex.	1,398,625	44
Rochester, N.Y.	1,367,748	45
Charlotte–Gastonia–Rock Hill, N.C.–S.C.	1,351,327	46
Hartford–New Britain–Middletown–Bristol, Conn.	1,345,793	47
Indianapolis, Ind.	1,315,298	48
Albany–Schenectady–Troy, N.Y.	1,291,629	49
Bridgeport–Stamford–Norwalk–Danbury, Conn.	1,271,234	50
Total Top 50	**142,759,450**	
Salt Lake City–Ogden, Utah	1,254,887	51
West Palm Beach–Boca Raton–Delray Beach, Fla.	1,227,475	52
Honolulu, Haw.	1,157,898	53
Louisville, Ky.	1,153,463	54
New Haven–Waterbury–Meriden, Conn.	1,129,920	55
Providence–Pawtucket–Woonsocket, R.I.	1,124,466	56
Greensboro–Winston-Salem–High Point, N.C.	1,111,713	57
Dayton–Springfield, Ohio	1,088,937	58
Nashville, Tenn.	1,082,326	59
Austin, Tex.	1,072,880	60
Jacksonville, Fla.	1,068,533	61
Richmond–Petersburg, Va.	1,046,873	62
Oklahoma City, Okla.	1,037,231	63
Birmingham, Ala.	1,005,460	64
Scranton–Wilkes-Barre, Pa.	986,735	65
Las Vegas, Nev.	953,878	66
Memphis, Tenn.	947,149	67
Syracuse, N.Y.	926,449	68
Grand Rapids, Mich.	919,433	69
Raleigh–Durham, N.C.	905,700	70
Worcester–Fitchburg–Leominster, Mass.	889,144	71
Allentown–Bethlehem–Easton, Pa.	887,068	72
Greenville–Spartanburg, S.C.	861,059	73
Tulsa, Okla.	858,188	74
Oxnard–Ventura, Cal.	804,544	75
New Bedford–Fall River–Attleboro, Mass.	804,540	76
Springfield, Mass.	797,117	77
Akron, Ohio	784,480	78
Tucson, Ariz.	784,187	79
Omaha, Neb.	759,208	80
Harrisburg–Lebanon–Carlisle, Pa.	749,159	81
Baton Rouge, La.	736,721	82
Toledo, Ohio	733,846	83
Wilmington, Del.	726,838	84
Tacoma, Wash.	721,150	85
Knoxville, Tenn.	695,084	86
Fresno, Cal.	681,825	87
Gary–Hammond, Ind.	660,026	88
Jersey City, N.J.	633,429	89
Charleston, S.C.	620,592	90
Lake County, Ill.	618,825	91
Portsmouth–Dover–Rochester, N.H.	601,624	92
Lancaster, Pa.	592,188	93
Little Rock–North Little Rock, Ark.	587,686	94
Santa Rosa–Petaluma, Cal.	587,374	95
Flint, Mich.	574,834	96
Albuquerque, N.M.	571,713	97
Bakersfield, Cal.	566,912	98
Stockton, Cal.	565,839	99
Des Moines, Iowa	564,595	100
Total Top 100	**184,980,646**	
Lansing–East Lansing, Mich.	555,287	101
Atlantic City, N.J.	550,092	102
Spokane, Wash.	544,823	103
Youngstown–Warren, Ohio	544,115	104
Santa Barbara–Santa Maria–Lompoc, Cal.	538,652	105
El Paso, Tex.	534,428	106
Manchester–Nashua, N.H.	530,941	107
Chattanooga, Tenn.	524,131	108
York, Pa.	523,676	109
Madison, Wisc.	522,023	110
Mobile, Ala.	519,313	111
Lakeland–Winter Haven, Fla.	513,518	112
Wichita, Kans.	512,272	113
Daytona Beach, Fla.	511,797	114
Canton, Ohio	498,834	115
Fort Myers–Cape Coral, Fla.	496,914	116
Columbia, S.C.	490,545	117
Melbourne–Titusville–Palm Bay, Fla.	480,830	118
Modesto, Cal.	475,133	119
Augusta, Ga.	473,791	120
Vallejo–Fairfield–Napa, Cal.	454,785	121
Poughkeepsie, N.Y.	454,609	122
Saginaw–Bay City–Midland, Mich.	453,997	123
Anchorage, Alas.	452,503	124
Lexington-Fayette, Ky.	450,176	125
Trenton, N.J.	441,560	126
Orange County, N.Y.	435,852	127
Davenport–Rock Island–Moline, Iowa–Ill.	427,437	128
Johnson City–Kingsport–Bristol, Tenn.	419,587	129
Reading, Pa.	419,007	130
Sarasota, Fla.	417,105	131
Fort Wayne, Ind.	403,105	132
Portland, Me.	397,743	133
Beaumont-Port Arthur, Tex.	397,408	134
Peoria, Ill.	396,412	135
Jackson, Miss.	391,286	136
McAllen–Edinburg–Mission, Tex.	390,293	137
Eugene–Springfield, Ore.	388,508	138
Utica–Rome, N.Y.	387,431	139
Reno, Nev.	385,405	140
Colorado Springs, Colo.	376,718	141
Aurora–Elgin, Ill.	370,845	142
Erie, Pa.	370,651	143
Shreveport, La.	368,674	144
Medford, Ore.	366,863	145
Pensacola, Fla.	365,234	146
Visalia–Tulare–Porterville, Cal.	365,067	147
Ann Arbor, Mich.	359,669	148
Corpus Christi, Tex.	359,298	149
Salinas–Seaside–Monterey, Cal.	354,925	150
Total Top 150	**207,343,914**	
Appleton–Oshkosh–Neenah, Wisc.	352,534	151
Salem, Ore.	347,719	152
Rockford, Ill.	337,262	153
Fort Pierce, Fla.	335,903	154
Boulder–Longmont, Colo.	335,296	155
Huntington–Ashland, W.Va.–Ky.	331,314	156
Santa Cruz, Cal.	328,248	157
Joliet, Ill.	328,096	158
Duluth, Minn.	325,871	159
Binghamton, N.Y.	325,245	160
Evansville, Ind.	325,131	161
Galveston–Texas City, Tex.	318,131	162
Lafayette, La.	314,097	163
Charleston, W.Va.	309,099	164
New London–Norwich, Conn.	306,212	165
Hamilton–Middletown, Ohio	304,531	166
Montgomery, Ala.	304,449	167
South Bend–Mishawaka, Ind.	304,298	168
Johnstown, Pa.	302,043	169
Savannah, Ga.	301,749	170
Macon–Warner Robins, Ga.	298,027	171
Boise, Ida.	290,954	172
Bradenton, Fla.	288,696	173
Columbus, Ga.	285,973	174
Huntsville, Ala.	278,906	175
Niagara Falls, N.Y.	277,674	176
Vancouver, Wash.	273,954	177
Roanoke, Va.	271,447	178
Kalamazoo, Mich.	269,237	179
Tallahassee, Fla.	269,075	180
Lorain–Elyria, Ohio	266,206	181
Brownsville–Harlingen, Tex.	263,050	182
Amarillo, Tex.	262,544	183
Gainesville, Fla.	261,530	184
Green Bay, Wisc.	260,082	185
Houma–Thibodaux, La.	259,523	186
Naples, Fla.	257,691	187
Lincoln, Neb.	257,251	188
Hickory–Morganton, N.C.	252,207	189
Ocala, Fla.	247,622	190
Lubbock, Tex.	247,436	191
Lake Charles, La.	244,262	192
St. Cloud, Minn.	241,367	193
Fort Collins–Loveland, Colo.	240,881	194
Fort Smith, Ark.	240,538	195
Provo–Orem, Utah	239,394	196
Yakima, Wash.	238,614	197
Bremerton, Wash.	234,768	198
Springfield, Mo.	226,302	199
Cedar Rapids, Iowa	224,382	200
Total Top 200	**221,551,335**	
Pittsfield, Mass.	223,719	201
Springfield, Ill.	223,637	202
Redding, Cal.	223,303	203
Bellingham, Wash.	222,157	204
Waco, Tex.	221,752	205
Fayetteville, N.C.	221,449	206
Monroe, La.	218,823	207
Asheville, N.C.	217,974	208
Altoona, Pa.	217,886	209
Beaver County, Pa.	214,469	210
Burlington, Vt.	210,446	211
Longview–Marshall, Tex.	210,062	212
Vineland–Millville–Bridgeton, N.J.	208,865	213
Brazoria, Tex.	208,205	214
Richland–Kennewick–Pasco, Wash.	207,911	215
Olympia Wash.	207,801	216
Jackson, Mich.	207,791	217
Bangor, Me.	205,661	218
Janesville–Beloit, Wisc.	205,530	219
Chico, Cal.	203,460	220
Billings, Mont.	202,631	221
Merced, Cal.	201,606	222
Biloxi–Gulfport, Miss.	198,751	223
Panama City, Fla.	196,094	224
Benton Harbor, Mich.	195,237	225
Wheeling, W.Va.	194,665	226
Jamestown–Dunkirk, N.Y.	193,630	227
Lima, Ohio	192,251	228
Racine, Wisc.	192,158	229
Killeen–Temple, Tex.	191,926	230
Anderson, S.C.	191,555	231
Fargo–Moorhead, N.D.–Minn.	188,892	232
Eau Claire, Wisc.	188,505	233
Tyler, Tex.	188,354	234
Battle Creek, Mich.	187,928	235
Charlottesville, Va.	187,831	236
Lynchburg, Va.	183,680	237
Elkhart–Goshen, Ind.	183,212	238
Glens Falls, N.Y.	182,891	239
Topeka, Kans.	182,820	240
Parkersburg–Marietta, W.Va.–Ohio	181,667	241
Muskegon, Mich.	174,215	242
Joplin, Mo.	171,071	243
Williamsport, Pa.	170,554	244
Wilmington, N.C.	168,464	245
Fort Walton Beach, Fla.	168,093	246
Laredo, Tex.	167,049	247
Alexandria, La.	166,075	248
Sioux Falls, S.D.	165,297	249
Athens, Ga.	163,004	250
Total Top 250	**231,352,342**	
Florence, Ala.	161,555	251
Albany, Ga.	160,872	252
Yuba City, Cal.	159,897	253
Waterloo–Cedar Falls, Iowa	159,717	254
Rochester, Minn.	159,627	255
Florence, S.C.	159,499	256
Dothan, Ala.	159,202	257
Fayetteville–Springdale, Ark.	157,824	258
Champaign–Urbana–Rantoul, Ill.	157,424	259
Tuscaloosa, Ala.	156,084	260
Hagerstown, Md.	154,274	261
Lewiston–Auburn, Me.	151,587	262
Pueblo, Colo.	151,514	263
Sioux City, Iowa	148,469	264
Steubenville–Weirton, Ohio–W.Va.	146,838	265
Bloomington–Normal, Ill.	145,489	266
Midland, Tex.	145,033	267
Burlington, N.C.	142,684	268
Terre Haute, Ind.	141,308	269
Sharon, Pa.	140,646	270
Greeley, Colo.	140,138	271
Iowa City, Iowa	139,539	272
Anderson, Ind.	138,628	273
Lafayette–West Lafayette, Ind.	137,347	274
Danville, Va.	136,713	275
Mansfield, Ohio	136,069	276
Bryan–College Station, Tex.	135,712	277
Sheboygan, Wisc.	132,538	278
Odessa, Tex.	131,242	279
State College, Pa.	129,924	280
Decatur, Ill.	128,577	281
Clarksville–Hopkinsville, Tenn.–Ky.	128,463	282
Kenosha, Wisc.	125,305	283
Texarkana, Tex.–Ark.	124,602	284
Santa Fe, N.M.	123,496	285
Wausau, Wisc.	123,382	286
Owensboro, Ky.	118,277	287
Sherman–Denison, Tex.	118,198	288
La Crosse, Wisc.	118,150	289
Rapid City, S.D.	118,020	290
Dubuque, Iowa	116,413	291
Columbia, Mo.	115,718	292
Yuma, Ariz.	114,027	293
Bloomington, Ind.	112,111	294
Cumberland, Md.	111,357	295
Elmira, N.Y.	110,464	296
Bismarck, N.D.	110,045	297
Las Cruces, N.M.	109,363	298
Gadsden, Ala.	108,813	299
Abilene, Tex.	106,300	300
Wichita Falls, Tex.	104,729	301
Kokomo, Ind.	104,210	302
Pascagoula, Miss.	103,784	303
Jacksonville, N.C.	103,548	304
Decatur, Ala.	102,598	305
Lawton, Okla.	100,523	306
Kankakee, Ill.	98,719	307
San Angelo, Tex.	98,490	308
Jackson, Tenn.	98,159	309
St. Joseph, Mo.	96,651	310
Muncie, Ind.	96,208	311
Lawrence, Kans.	94,318	312
Victoria, Tex.	93,445	313
Casper, Wyo.	92,680	314
Pine Bluff, Ark.	91,236	315
Grand Forks, N.D.	91,172	316
Great Falls, Mont.	89,766	317
Anniston, Ala.	83,641	318
Cheyenne, Wyo.	71,511	319
Enid, Okla.	56,821	320
Total Above Areas	**239,983,225**	
Percent of U.S.	**78.8870**	
U.S. Total	**304,211,324**	

Drug and Health & Beauty Aid Sales

Area	($000)	Rank
Los Angeles–Long Beach, Cal.	3,309,636	1
New York, N.Y.	2,893,013	2
Chicago, Ill.	2,364,516	3
Philadelphia, Pa.	1,960,289	4
Washington, D.C.	1,680,538	5
Detroit, Mich.	1,671,858	6
Boston–Lawrence–Salem–Lowell–Brockton, Mass.	1,465,507	7
Nassau–Suffolk, N.Y.	1,192,360	8
Houston, Tex.	1,191,436	9
Dallas, Tex.	1,132,522	10
Atlanta, Ga.	1,090,809	11
Anaheim–Santa Ana, Cal.	963,206	12
Baltimore, Md.	955,375	13
Miami–Hialeah, Fla.	954,061	14
Oakland, Cal.	908,811	15
San Diego, Cal.	903,027	16
Seattle, Wash.	879,156	17
St. Louis, Mo.	864,071	18
Tampa–St. Petersburg–Clearwater, Fla.	851,522	19
Cleveland, Ohio	824,174	20
Minneapolis–St. Paul, Minn.	810,795	21
San Francisco, Cal.	802,293	22
Phoenix, Ariz.	795,421	23
Riverside–San Bernardino, Cal.	765,162	24
Bergen–Passaic, N.J.	705,827	25
Pittsburgh, Pa.	669,075	26
Fort Lauderdale–Hollywood–Pompano Beach, Fla.	665,286	27
San Jose, Cal.	649,934	28
Newark, N.J.	634,139	29
Columbus, Ohio	626,922	30
Fort Worth–Arlington, Tex.	626,879	31
Cincinnati, Ohio	593,471	32
Denver, Colo.	590,950	33
New Orleans, La.	574,057	34
Kansas City, Mo.–Kans.	573,182	35
Milwaukee, Wisc.	536,295	36
Honolulu, Haw.	517,100	37
Portland, Ore.	502,640	38
San Antonio, Tex.	483,738	39
Indianapolis, Ind.	477,827	40
Sacramento, Cal.	475,046	41
Nashville, Tenn.	420,699	42
Norfolk–Virginia Beach–Newport News, Va.	414,879	43
Louisville, Ky.	413,313	44
West Palm Beach–Boca Raton–Delray Beach, Fla.	411,875	45
Monmouth–Ocean, N.J.	411,795	46
Charlotte–Gastonia–Rock Hill, N.C.–S.C.	410,840	47
Hartford–New Britain–Middletown–Bristol, Conn.	407,303	48
Orlando, Fla.	404,955	49
Buffalo, N.Y.	390,117	50
Total Top 50	**44,817,702**	
Richmond–Petersburg, Va.	374,948	51
Birmingham, Ala.	359,789	52
Oklahoma City, Okla.	359,349	53
Jacksonville, Fla.	358,105	54
Rochester, N.Y.	351,848	55
Middlesex–Somerset–Hunterdon, N.J.	349,325	56
Austin, Tex.	343,003	57
Greensboro–Winston-Salem–High Point, N.C.	341,624	58
Albany–Schenectady–Troy, N.Y.	337,227	59
Dayton–Springfield, Ohio	337,060	60
Memphis, Tenn.	335,120	61
Salt Lake City–Ogden, Utah	333,101	62
Providence–Pawtucket–Woonsocket, R.I.	320,956	63
Las Vegas, Nev.	318,862	64
Bridgeport–Stamford–Norwalk–Danbury, Conn.	303,619	65
Tulsa, Okla.	267,438	66
Scranton–Wilkes-Barre, Pa.	265,854	67
New Haven–Waterbury–Meriden, Conn.	264,099	68
Raleigh–Durham, N.C.	262,329	69
Oxnard–Ventura, Cal.	252,074	70
Greenville–Spartanburg, S.C.	251,260	71
Grand Rapids, Mich.	250,802	72
Worcester–Fitchburg–Leominster, Mass.	247,946	73
Allentown–Bethlehem–Easton, Pa.	244,319	74
Knoxville, Tenn.	242,487	75
Tucson, Ariz.	237,010	76
Toledo, Ohio	231,553	77
Baton Rouge, La.	226,909	78
Tacoma, Wash.	226,676	79
Akron, Ohio	225,239	80
Syracuse, N.Y.	221,513	81
Wilmington, Del.	215,176	82
Omaha, Neb.	214,933	83
Little Rock–North Little Rock, Ark.	208,370	84
Springfield, Mass.	207,850	85
Harrisburg–Lebanon–Carlisle, Pa.	207,643	86
Gary–Hammond, Ind.	192,197	87
Lake County, Ill.	190,540	88
New Bedford–Fall River–Attleboro, Mass.	189,997	89
Bakersfield, Cal.	185,321	90
Des Moines, Iowa	181,673	91
Fresno, Cal.	181,301	92
Youngstown–Warren, Ohio	180,801	93
Wichita, Kans.	177,355	94
Jersey City, N.J.	176,091	95
Santa Rosa–Petaluma, Cal.	174,322	96
Flint, Mich.	172,607	97
Mobile, Ala.	170,168	98
El Paso, Tex.	169,149	99
Stockton, Cal.	164,157	100
Total Top 100	**57,418,697**	
Albuquerque, N.M.	164,039	101
Modesto, Cal.	163,050	102
St. Cloud, Minn.	162,581	103
Columbia, S.C.	161,177	104
Santa Barbara–Santa Maria–Lompoc, Cal.	159,710	105
Beaumont–Port Arthur, Tex.	158,393	106
Charleston, S.C.	154,431	107
Lansing–East Lansing, Mich.	154,181	108
Daytona Beach, Fla.	150,607	109
Johnson City–Kingsport–Bristol, Tenn.	149,868	110
Lakeland–Winter Haven, Fla.	149,054	111
Spokane, Wash.	148,257	112
Jackson, Miss.	146,385	113
Terre Haute, Ind.	146,073	114
Augusta, Ga.	144,450	115
Lexington-Fayette, Ky.	141,965	116
Saginaw–Bay City–Midland, Mich.	141,356	117
Davenport–Rock Island–Moline, Iowa–Ill.	139,040	118
Vallejo–Fairfield–Napa, Cal.	138,705	119
Peoria, Ill.	137,061	120
Trenton, N.J.	135,492	121
Shreveport, La.	135,268	122
Atlantic City, N.J.	134,859	123
York, Pa.	132,222	124
Fort Myers–Cape Coral, Fla.	129,191	125
Fort Wayne, Ind.	128,736	126
Reno, Nev.	125,964	127
Sarasota, Fla.	125,722	128
Aurora–Elgin, Ill.	125,147	129
Corpus Christi, Tex.	124,743	130
Chattanooga, Tenn.	123,134	131
Canton, Ohio	123,131	132
Lancaster, Pa.	122,950	133
Pensacola, Fla.	121,291	134
Salinas–Seaside–Monterey, Cal.	121,160	135
Reading, Pa.	117,116	136
Portsmouth–Dover–Rochester, N.H.	116,153	137
Charleston, W.Va.	115,043	138
Manchester–Nashua, N.H.	114,099	139
Orange County, N.Y.	112,823	140
Melbourne–Titusville–Palm Bay, Fla.	112,722	141
Colorado Springs, Colo.	112,702	142
Huntington–Ashland, W.Va.–Ky.	112,358	143
Joliet, Ill.	112,195	144
Poughkeepsie, N.Y.	111,866	145
Evansville, Ind.	108,413	146
Visalia–Tulare–Porterville, Cal.	106,624	147
Ann Arbor, Mich.	106,439	148
Salem, Ore.	105,818	149
Savannah, Ga.	105,121	150
Total Top 150	**64,007,582**	
Lafayette, La.	104,964	151
Utica–Rome, N.Y.	103,866	152
Madison, Wisc.	102,516	153
Rockford, Ill.	102,082	154
Binghamton, N.Y.	101,852	155
Santa Cruz, Cal.	100,933	156
Appleton–Oshkosh–Neenah, Wisc.	100,929	157
Eugene–Springfield, Ore.	100,411	158
Macon–Warner Robins, Ga.	99,751	159
Anchorage, Alas.	99,496	160
Portland, Me.	99,409	161
Montgomery, Ala.	99,022	162
Roanoke, Va.	97,373	163
McAllen–Edinburg–Mission, Tex.	94,994	164
South Bend–Mishawaka, Ind.	92,761	165
Fort Pierce, Fla.	91,388	166
Erie, Pa.	90,547	167
Hamilton–Middletown, Ohio	89,917	168
Boulder–Longmont, Colo.	89,210	169
Vancouver, Wash.	87,600	170
Ocala, Fla.	86,727	171
Amarillo, Tex.	86,580	172
Springfield, Mo.	85,967	173
Kalamazoo, Mich.	85,178	174
Lorain–Elyria, Ohio	85,117	175
Niagara Falls, N.Y.	84,077	176
Galveston–Texas City, Tex.	83,991	177
Longview–Marshall, Tex.	83,758	178
Lubbock, Tex.	83,702	179
Tallahassee, Fla.	82,306	180
Hickory–Morganton, N.C.	82,234	181
Houma–Thibodaux, La.	81,835	182
Waco, Tex.	80,685	183
Bradenton, Fla.	79,828	184
Huntsville, Ala.	79,447	185
Johnstown, Pa.	78,394	186
Lake Charles, La.	76,985	187
Brownsville–Harlingen, Tex.	76,668	188
Yakima, Wash.	76,487	189
Columbus, Ga.	76,402	190
Duluth, Minn.	75,809	191
Springfield, Ill.	75,303	192
Richland–Kennewick–Pasco, Wash.	72,117	193
New London–Norwich, Conn.	70,594	194
Gainesville, Fla.	69,631	195
Lincoln, Neb.	69,459	196
Naples, Fla.	69,256	197
Chico, Cal.	69,137	198
Monroe, La.	69,107	199
Killeen–Temple, Tex.	68,122	200
Total Top 200	**68,301,706**	
Fayetteville, N.C.	66,546	201
Green Bay, Wisc.	65,160	202
Boise, Ida.	65,081	203
Tyler, Tex.	65,034	204
Topeka, Kans.	64,046	205
Cedar Rapids, Iowa	63,952	206
Olympia, Wash.	63,824	207
Fort Smith, Ark.	63,771	208
Tuscaloosa, Ala.	63,149	209
Lynchburg, Va.	63,077	210
Brazoria, Tex.	62,757	211
Racine, Wisc.	62,229	212
Panama City, Fla.	61,315	213
Fargo–Moorhead, N.D.–Minn.	61,024	214
Medford, Ore.	60,924	215
Midland, Tex.	60,837	216
Benton Harbor, Mich.	60,780	217
Provo–Orem, Utah	60,595	218
Anderson, S.C.	59,961	219
Fort Walton Beach, Fla.	59,957	220
Billings, Mont.	59,933	221
Battle Creek, Mich.	59,616	222
Fort Collins–Loveland, Colo.	59,298	223
Sherman–Denison, Tex.	59,259	224
Bremerton, Wash.	58,499	225
Jackson, Mich.	58,425	226
Biloxi–Gulfport, Miss.	58,179	227
Sioux Falls, S.D.	58,179	227
Wheeling, W.Va.	58,073	229
Beaver County, Pa.	57,020	230
Asheville, N.C.	56,752	231
Parkersburg–Marietta, W.Va.–Ohio	56,548	232
Wilmington, N.C.	55,653	233
Bellingham, Wash.	55,627	234
Odessa, Tex.	55,534	235
Lima, Ohio	54,596	236
Muskegon, Mich.	53,821	237
Redding, Cal.	53,715	238
Wichita Falls, Tex.	53,610	239
Texarkana, Tex.–Ark.	53,567	240
Elkhart–Goshen, Ind.	53,009	241
Alexandria, La.	52,937	242
Charlottesville, Va.	52,935	243
Janesville–Beloit, Wisc.	52,708	244
Pittsfield, Mass.	51,558	245
Steubenville–Weirton, Ohio–W.Va.	51,548	246
Decatur, Ill.	51,276	247
Athens, Ga.	51,059	248
Waterloo–Cedar Falls, Iowa	51,018	249
Bangor, Me.	49,780	250
Total Top 250	**71,209,437**	
Altoona, Pa.	49,633	251
Hagerstown, Md.	49,558	252
Bryan–College Station, Tex.	49,224	253
Abilene, Tex.	49,166	254
Bloomington–Normal, Ill.	48,965	255
Vineland–Millville–Bridgeton, N.J.	48,729	256
Champaign–Urbana–Rantoul, Ill.	48,446	257
Merced, Cal.	47,834	258
Anderson, Ind.	47,547	259
Dothan, Ala.	47,036	260
Jamestown–Dunkirk, N.Y.	46,778	261
Florence, Ala.	46,256	262
Florence, S.C.	45,649	263
Lafayette–West Lafayette, Ind.	45,649	263
Clarksville–Hopkinsville, Tenn.–Ky.	45,590	265
Laredo, Tex.	44,809	266
Burlington, Vt.	44,669	267
Joplin, Mo.	43,605	268
Eau Claire, Wisc.	43,515	269
Glens Falls, N.Y.	43,118	270
Danville, Va.	42,923	271
Burlington, N.C.	42,340	272
Sharon, Pa.	42,141	273
Gadsden, Ala.	41,914	274
Rochester, Minn.	41,534	275
Sioux City, Iowa	40,168	276
Anniston, Ala.	40,079	277
Kokomo, Ind.	39,974	278
Cumberland, Md.	39,865	279
Mansfield, Ohio	39,816	280
Pueblo, Colo.	39,728	281
Williamsport, Pa.	38,647	282
Dubuque, Iowa	38,619	283
Muncie, Ind.	37,517	284
Owensboro, Ky.	36,838	285
Albany, Ga.	36,756	286
Victoria, Tex.	36,030	287
San Angelo, Tex.	35,929	288
Elmira, N.Y.	35,863	289
Fayetteville–Springdale, Ark.	35,711	290
Pascagoula, Miss.	35,641	291
La Crosse, Wisc.	35,086	292
Pine Bluff, Ark.	34,735	293
Lewiston–Auburn, Me.	34,697	294
Jackson, Tenn.	34,578	295
State College, Pa.	34,545	296
Bismarck, N.D.	33,917	297
Iowa City, Iowa	33,891	298
Decatur, Ala.	33,474	299
Santa Fe, N.M.	33,308	300
Yuba City, Cal.	33,226	301
Kankakee, Ill.	33,197	302
Greeley, Colo.	32,668	303
Bloomington, Ind.	32,376	304
Rapid City, S.D.	32,356	305
Yuma, Ariz.	31,807	306
Sheboygan, Wisc.	31,666	307
Columbia, Mo.	29,727	308
Kenosha, Wisc.	29,626	309
Great Falls, Mont.	28,707	310
St. Joseph, Mo.	28,552	311
Casper, Wyo.	28,111	312
Jacksonville, N.C.	27,872	313
Wausau, Wisc.	27,843	314
Lawton, Okla.	27,051	315
Grand Forks, N.D.	25,486	316
Cheyenne, Wyo.	25,088	317
Enid, Okla.	24,312	318
Lawrence, Kans.	24,198	319
Las Cruces, N.M.	23,576	320
Total Above Areas	**73,848,922**	
Percent of U.S.	**81.0795**	
U.S. Total	**91,082,162**	

Women's and Girls' Clothing Sales

Area	($000)	Rank
New York, N.Y.	4,257,096	1
Chicago, Ill.	3,988,791	2
Los Angeles–Long Beach, Cal.	3,775,776	3
Philadelphia, Pa.	2,316,063	4
Detroit, Mich.	2,116,103	5
Boston–Lawrence–Salem–Lowell–Brockton, Mass.	2,046,934	6
Washington, D.C.	2,013,287	7
Nassau–Suffolk, N.Y.	1,582,218	8
Atlanta, Ga.	1,569,221	9
Dallas, Tex.	1,521,394	10
Houston, Tex.	1,300,024	11
Anaheim–Santa Ana, Cal.	1,294,402	12
Indianapolis, Ind.	1,185,224	13
Minneapolis–St. Paul, Minn.	1,180,067	14
Bergen–Passaic, N.J.	1,125,834	15
St. Louis, Mo.	1,108,998	16
San Francisco, Cal.	1,091,913	17
Miami–Hialeah, Fla.	1,046,667	18
Seattle, Wash.	1,041,822	19
Baltimore, Md.	1,037,653	20
Phoenix, Ariz.	1,028,271	21
San Diego, Cal.	999,261	22
Cleveland, Ohio	914,317	23
Pittsburgh, Pa.	895,760	24
Riverside–San Bernardino, Cal.	865,358	25
Oakland, Cal.	839,225	26
Denver, Colo.	834,782	27
Tampa–St. Petersburg–Clearwater, Fla.	829,118	28
Newark, N.J.	828,398	29
San Jose, Cal.	808,278	30
Norfolk–Virginia Beach–Newport News, Va.	777,702	31
Cincinnati, Ohio	743,782	32
Kansas City, Mo.–Kans.	719,463	33
Milwaukee, Wisc.	693,148	34
Columbus, Ohio	672,786	35
Fort Lauderdale–Hollywood–Pompano Beach, Fla.	645,297	36
Honolulu, Haw.	608,812	37
West Palm Beach–Boca Raton–Delray Beach, Fla.	607,023	38
Portland, Ore.	598,661	39
Fort Worth–Arlington, Tex.	584,118	40
San Antonio, Tex.	573,251	41
Middlesex–Somerset–Hunterdon, N.J.	571,539	42
New Orleans, La.	563,372	43
Sacramento, Cal.	518,541	44
Monmouth–Ocean, N.J.	518,035	45
Orlando, Fla.	504,603	46
Nashville, Tenn.	500,801	47
Hartford–New Britain–Middletown–Bristol, Conn.	488,988	48
Charlotte–Gastonia–Rock Hill, N.C.–S.C.	462,302	49
Memphis, Tenn.	461,015	50
Total Top 50	**57,455,494**	
Bridgeport–Stamford–Norwalk–Danbury, Conn.	448,829	51
Greensboro–Winston-Salem–High Point, N.C.	447,074	52
Louisville, Ky.	446,377	53
Salt Lake City–Ogden, Utah	446,246	54
Birmingham, Ala.	431,454	55
Dayton–Springfield, Ohio	408,684	56
Richmond–Petersburg, Va.	387,593	57
Jacksonville, Fla.	384,054	58
Rochester, N.Y.	376,539	59
Oklahoma City, Okla.	371,623	60
Austin, Tex.	348,706	61
Albany–Schenectady–Troy, N.Y.	347,894	62
Buffalo, N.Y.	338,241	63
New Haven–Waterbury–Meriden, Conn.	336,114	64
Raleigh–Durham, N.C.	331,279	65
Las Vegas, Nev.	328,460	66
Toledo, Ohio	324,364	67
Providence–Pawtucket–Woonsocket, R.I.	322,224	68
Grand Rapids, Mich.	316,233	69
Jersey City, N.J.	311,872	70
Greenville–Spartanburg, S.C.	310,852	71
Scranton–Wilkes-Barre, Pa.	310,822	72
Knoxville, Tenn.	303,355	73
Tulsa, Okla.	298,521	74
Allentown–Bethlehem–Easton, Pa.	295,037	75
Omaha, Neb.	276,902	76
Worcester–Fitchburg–Leominster, Mass.	275,534	77
New Bedford–Fall River–Attleboro, Mass.	273,536	78
Little Rock–North Little Rock, Ark.	269,298	79
Oxnard–Ventura, Cal.	269,057	80
Springfield, Mass.	268,320	81
Wilmington, Del.	257,496	82
Baton Rouge, La.	257,322	83
Reading, Pa.	249,822	84
Syracuse, N.Y.	242,988	85
Lake County, Ill.	240,158	86
El Paso, Tex.	240,146	87
Tucson, Ariz.	235,760	88
Lexington-Fayette, Ky.	235,512	89
St. Cloud, Minn.	235,414	90
Akron, Ohio	231,098	91
Harrisburg–Lebanon–Carlisle, Pa.	228,255	92
Portland, Me.	222,485	93
Columbia, S.C.	220,444	94
Des Moines, Iowa	218,298	95
Youngstown–Warren, Ohio	211,905	96
Fresno, Cal.	208,406	97
Albuquerque, N.M.	203,575	98
Atlantic City, N.J.	202,554	99
Wichita, Kans.	200,927	100
Total Top 100	**72,403,183**	
Lansing–East Lansing, Mich.	195,967	101
Tacoma, Wash.	195,556	102
Charleston, S.C.	192,319	103
Madison, Wisc.	191,984	104
Gary–Hammond, Ind.	191,255	105
Manchester–Nashua, N.H.	184,645	106
Saginaw–Bay City–Midland, Mich.	184,230	107
Trenton, N.J.	183,639	108
Fort Myers–Cape Coral, Fla.	183,345	109
Terre Haute, Ind.	182,416	110
Jackson, Miss.	182,200	111
Mobile, Ala.	180,197	112
Flint, Mich.	180,133	113
Chattanooga, Tenn.	178,742	114
Aurora–Elgin, Ill.	178,309	115
Augusta, Ga.	174,326	116
Sarasota, Fla.	166,484	117
Fort Wayne, Ind.	166,263	118
Colorado Springs, Colo.	165,965	119
Santa Barbara–Santa Maria–Lompoc, Cal.	165,156	120
Canton, Ohio	163,182	121
Davenport–Rock Island–Moline, Iowa–Ill.	162,749	122
Spokane, Wash.	162,172	123
Reno, Nev.	161,286	124
Santa Rosa–Petaluma, Cal.	158,034	125
Beaumont–Port Arthur, Tex.	157,319	126
York, Pa.	155,501	127
Shreveport, La.	153,165	128
Ann Arbor, Mich.	151,960	129
Portsmouth–Dover–Rochester, N.H.	151,360	130
Salinas–Seaside–Monterey, Cal.	149,827	131
Huntsville, Ala.	149,381	132
Bakersfield, Cal.	146,315	133
Lancaster, Pa.	146,014	134
Anchorage, Alas.	141,642	135
Johnson City–Kingsport–Bristol, Tenn.	138,744	136
Rockford, Ill.	138,409	137
Roanoke, Va.	138,389	138
McAllen–Edinburg–Mission, Tex.	138,080	139
Peoria, Ill.	137,982	140
Poughkeepsie, N.Y.	137,745	141
Stockton, Cal.	137,706	142
Vallejo–Fairfield–Napa, Cal.	135,665	143
Appleton–Oshkosh–Neenah, Wisc.	134,647	144
Montgomery, Ala.	132,138	145
Evansville, Ind.	130,500	146
Daytona Beach, Fla.	130,331	147
Melbourne–Titusville–Palm Bay, Fla.	129,042	148
Corpus Christi, Tex.	127,214	149
Orange County, N.Y.	127,005	150
Total Top 150	**80,349,788**	
Amarillo, Tex.	125,711	151
Huntington–Ashland, W.Va.–Ky.	124,185	152
Modesto, Cal.	121,194	153
Springfield, Mo.	120,993	154
Pensacola, Fla.	120,397	155
South Bend–Mishawaka, Ind.	120,294	156
Kalamazoo, Mich.	120,202	157
Lakeland–Winter Haven, Fla.	116,539	158
Binghamton, N.Y.	115,125	159
Macon–Warner Robins, Ga.	114,502	160
Savannah, Ga.	112,129	161
Boulder–Longmont, Colo.	110,508	162
Brownsville–Harlingen, Tex.	109,770	163
Galveston–Texas City, Tex.	109,588	164
Charleston, W.Va.	105,918	165
Tallahassee, Fla.	105,713	166
New London–Norwich, Conn.	105,097	167
Utica–Rome, N.Y.	104,469	168
Columbus, Ga.	104,051	169
Eugene–Springfield, Ore.	104,005	170
Erie, Pa.	103,740	171
Lubbock, Tex.	103,652	172
Lafayette, La.	101,278	173
Springfield, Ill.	98,820	174
Lincoln, Neb.	98,436	175
Green Bay, Wisc.	97,255	176
Duluth, Minn.	97,224	177
Naples, Fla.	95,338	178
Cedar Rapids, Iowa	94,674	179
Fayetteville, N.C.	94,551	180
Joliet, Ill.	92,304	181
Fargo–Moorhead, N.D.–Minn.	88,602	182
Fort Pierce, Fla.	88,126	183
Salem, Ore.	84,086	184
Waco, Tex.	82,723	185
Monroe, La.	82,598	186
Niagara Falls, N.Y.	82,435	187
Gainesville, Fla.	82,202	188
Champaign–Urbana–Rantoul, Ill.	82,138	189
Lorain–Elyria, Ohio	82,035	190
Charlottesville, Va.	78,372	191
Sioux Falls, S.D.	78,066	192
Alexandria, La.	74,841	193
Fort Smith, Ark.	74,782	194
Tyler, Tex.	74,435	195
Laredo, Tex.	74,237	196
Bradenton, Fla.	74,053	197
Tuscaloosa, Ala.	73,117	198
Killeen–Temple, Tex.	72,742	199
Pittsfield, Mass.	72,159	200
Total Top 200	**85,199,199**	
Topeka, Kans.	71,963	201
Lima, Ohio	71,947	202
Racine, Wisc.	71,848	203
Visalia–Tulare–Porterville, Cal.	71,431	204
Wilmington, N.C.	70,122	205
Hickory–Morganton, N.C.	70,051	206
Boise, Ida.	69,542	207
Lafayette–West Lafayette, Ind.	69,468	208
Dothan, Ala.	67,918	209
Asheville, N.C.	67,199	210
Longview–Marshall, Tex.	67,180	211
Fort Walton Beach, Fla.	66,170	212
Rochester, Minn.	65,650	213
Provo–Orem, Utah	65,590	214
Lynchburg, Va.	65,537	215
Parkersburg–Marietta, W.Va.–Ohio	65,270	216
Wheeling, W.Va.	63,829	217
Fort Collins–Loveland, Colo.	63,755	218
Santa Cruz, Cal.	63,666	219
Vancouver, Wash.	63,299	220
Lake Charles, La.	63,241	221
Altoona, Pa.	61,962	222
Clarksville–Hopkinsville, Tenn.–Ky.	61,892	223
Bangor, Me.	60,967	224
Waterloo–Cedar Falls, Iowa	60,379	225
Billings, Mont.	60,188	226
Biloxi–Gulfport, Miss.	59,767	227
Mansfield, Ohio	59,652	228
Santa Fe, N.M.	59,273	229
Anderson, S.C.	58,912	230
Panama City, Fla.	58,537	231
Eau Claire, Wisc.	58,449	232
Ocala, Fla.	58,279	233
Texarkana, Tex.–Ark.	58,057	234
Midland, Tex.	57,928	235
Wichita Falls, Tex.	57,907	236
Yakima, Wash.	57,050	237
Beaver County, Pa.	56,684	238
Florence, Ala.	56,458	239
Joplin, Mo.	56,116	240
Athens, Ga.	55,914	241
Medford, Ore.	55,906	242
Columbia, Mo.	55,853	243
Bloomington–Normal, Ill.	55,523	244
Lawton, Okla.	55,268	245
Sioux City, Iowa	54,484	246
La Crosse, Wisc.	53,804	247
Houma–Thibodaux, La.	53,595	248
Burlington, Vt.	53,558	249
Battle Creek, Mich.	53,141	250
Total Top 250	**88,279,378**	
Johnstown, Pa.	53,075	251
Abilene, Tex.	52,873	252
Elkhart–Goshen, Ind.	52,638	253
Hamilton–Middletown, Ohio	52,556	254
Albany, Ga.	52,511	255
Dubuque, Iowa	50,804	256
Chico, Cal.	50,473	257
Decatur, Ill.	50,280	258
Brazoria, Tex.	50,271	259
Florence, S.C.	49,935	260
Fayetteville–Springdale, Ark.	49,508	261
Bremerton, Wash.	48,918	262
Muskegon, Mich.	48,809	263
Olympia, Wash.	48,707	264
Bryan–College Station, Tex.	48,190	265
Owensboro, Ky.	47,971	266
Jackson, Tenn.	46,826	267
Benton Harbor, Mich.	46,782	268
Rapid City, S.D.	46,279	269
Janesville–Beloit, Wisc.	46,196	270
Jackson, Mich.	45,868	271
Bloomington, Ind.	45,443	272
Grand Forks, N.D.	45,380	273
Elmira, N.Y.	45,183	274
Muncie, Ind.	45,080	275
Vineland–Millville–Bridgeton, N.J.	44,852	276
Cumberland, Md.	44,603	277
Odessa, Tex.	44,596	278
Burlington, N.C.	44,585	279
Richland–Kennewick–Pasco, Wash.	44,055	280
State College, Pa.	43,883	281
Williamsport, Pa.	43,845	282
Bismarck, N.D.	43,494	283
Sherman–Denison, Tex.	42,659	284
Bellingham, Wash.	42,057	285
Glens Falls, N.Y.	41,803	286
San Angelo, Tex.	41,579	287
Redding, Cal.	40,907	288
Steubenville–Weirton, Ohio–W.Va.	40,398	289
Decatur, Ala.	40,248	290
Jamestown–Dunkirk, N.Y.	40,194	291
Great Falls, Mont.	40,136	292
Pueblo, Colo.	39,367	293
Anniston, Ala.	39,361	294
Wausau, Wisc.	39,148	295
Greeley, Colo.	38,538	296
Anderson, Ind.	38,526	297
Iowa City, Iowa	38,495	298
Kenosha, Wisc.	37,778	299
Gadsden, Ala.	37,284	300
Jacksonville, N.C.	37,203	301
Sharon, Pa.	36,424	302
Hagerstown, Md.	36,408	303
Danville, Va.	36,314	304
Victoria, Tex.	36,117	305
Yuma, Ariz.	35,255	306
Lewiston–Auburn, Me.	34,355	307
Las Cruces, N.M.	33,665	308
Pine Bluff, Ark.	31,746	309
Merced, Cal.	31,202	310
Kankakee, Ill.	29,061	311
St. Joseph, Mo.	28,755	312
Cheyenne, Wyo.	28,412	313
Lawrence, Kans.	27,277	314
Yuba City, Cal.	26,471	315
Sheboygan, Wisc.	26,431	316
Enid, Okla.	25,214	317
Pascagoula, Miss.	23,513	318
Kokomo, Ind.	21,445	319
Casper, Wyo.	17,920	320
Total Above Areas	**91,138,513**	
Percent of U.S.	**87.1529**	
U.S. Total	**104,569,676**	

Men's and Boys' Clothing Sales

Area	($000)	Rank
New York, N.Y.	2,122,568	1
Los Angeles–Long Beach, Cal.	1,880,850	2
Chicago, Ill.	1,777,933	3
Philadelphia, Pa.	1,079,782	4
Detroit, Mich.	1,025,894	5
Washington, D.C.	997,620	6
Boston–Lawrence–Salem–Lowell–Brockton, Mass.	948,097	7
Nassau–Suffolk, N.Y.	791,492	8
Houston, Tex.	781,737	9
Dallas, Tex.	756,848	10
Atlanta, Ga.	707,641	11
Minneapolis–St. Paul, Minn.	666,596	12
Anaheim–Santa Ana, Cal.	664,577	13
San Francisco, Cal.	597,805	14
Seattle, Wash.	537,384	15
Baltimore, Md.	524,353	16
St. Louis, Mo.	510,472	17
San Diego, Cal.	501,333	18
Miami–Hialeah, Fla.	491,040	19
Bergen–Passaic, N.J.	465,479	20
Riverside–San Bernardino, Cal.	463,368	21
Phoenix, Ariz.	442,031	22
Cleveland, Ohio	431,458	23
Pittsburgh, Pa.	424,452	24
Denver, Colo.	411,292	25
Tampa–St. Petersburg–Clearwater, Fla.	403,952	26
Oakland, Cal.	395,090	27
San Jose, Cal.	370,774	28
Kansas City, Mo.–Kans.	359,770	29
Columbus, Ohio	355,802	30
Cincinnati, Ohio	354,316	31
Milwaukee, Wisc.	348,365	32
Newark, N.J.	341,483	33
Honolulu, Haw.	310,833	34
Indianapolis, Ind.	307,091	35
Portland, Ore.	305,513	36
Fort Worth–Arlington, Tex.	299,717	37
Middlesex–Somerset–Hunterdon, N.J.	299,324	38
Fort Lauderdale–Hollywood–Pompano Beach, Fla.	291,948	39
Norfolk–Virginia Beach–Newport News, Va.	286,274	40
San Antonio, Tex.	269,456	41
New Orleans, La.	265,259	42
Sacramento, Cal.	259,240	43
Monmouth–Ocean, N.J.	241,610	44
Orlando, Fla.	239,686	45
West Palm Beach–Boca Raton–Delray Beach, Fla.	239,676	46
Nashville, Tenn.	236,916	47
Salt Lake City–Ogden, Utah	236,832	48
Hartford–New Britain–Middletown–Bristol, Conn.	235,535	49
Charlotte–Gastonia–Rock Hill, N.C.–S.C.	224,753	50
Total Top 50	**27,481,317**	
Bridgeport–Stamford–Norwalk–Danbury, Conn.	214,444	51
Memphis, Tenn.	212,953	52
Louisville, Ky.	204,114	53
Dayton–Springfield, Ohio	202,643	54
Portland, Me.	193,625	55
Greensboro–Winston-Salem–High Point, N.C.	192,822	56
Las Vegas, Nev.	190,996	57
Birmingham, Ala.	187,086	58
Oklahoma City, Okla.	183,268	59
Rochester, N.Y.	180,794	60
Grand Rapids, Mich.	179,867	61
Buffalo, N.Y.	178,652	62
Richmond–Petersburg, Va.	173,584	63
Austin, Tex.	169,938	64
Toledo, Ohio	168,484	65
Albany–Schenectady–Troy, N.Y.	166,436	66
Providence–Pawtucket–Woonsocket, R.I.	165,342	67
New Haven–Waterbury–Meriden, Conn.	161,270	68
Jacksonville, Fla.	158,118	69
Raleigh–Durham, N.C.	150,769	70
Oxnard–Ventura, Cal.	145,606	71
Omaha, Neb.	144,889	72
Scranton–Wilkes-Barre, Pa.	142,547	73
Knoxville, Tenn.	141,984	74
St. Cloud, Minn.	139,904	75
Tulsa, Okla.	137,932	76
Allentown–Bethlehem–Easton, Pa.	132,899	77
Worcester–Fitchburg–Leominster, Mass.	131,636	78
New Bedford–Fall River–Attleboro, Mass.	128,114	79
Springfield, Mass.	128,089	80
Baton Rouge, La.	123,694	81
Syracuse, N.Y.	123,435	82
El Paso, Tex.	123,098	83
Little Rock–North Little Rock, Ark.	122,818	84
Wilmington, Del.	122,464	85
Akron, Ohio	121,155	86
Wichita, Kans.	118,742	87
Lake County, Ill.	118,256	88
Albuquerque, N.M.	117,919	89
Fresno, Cal.	115,399	90
Greenville–Spartanburg, S.C.	115,388	91
Tucson, Ariz.	114,841	92
Jersey City, N.J.	114,303	93
Des Moines, Iowa	111,037	94
Reading, Pa.	111,029	95
Harrisburg–Lebanon–Carlisle, Pa.	107,056	96
Gary–Hammond, Ind.	104,794	97
Lansing–East Lansing, Mich.	102,467	98
Youngstown–Warren, Ohio	102,395	99
Tacoma, Wash.	102,183	100
Total Top 100	**34,782,595**	
Lexington-Fayette, Ky.	100,359	101
Madison, Wisc.	100,007	102
Saginaw–Bay City–Midland, Mich.	96,643	103
Manchester–Nashua, N.H.	96,470	104
Columbia, S.C.	94,690	105
Flint, Mich.	92,004	106
Chattanooga, Tenn.	89,437	107
Reno, Nev.	88,659	108
Atlantic City, N.J.	88,211	109
Trenton, N.J.	87,313	110
Charleston, S.C.	86,569	111
Bakersfield, Cal.	85,841	112
Aurora–Elgin, Ill.	85,151	113
Spokane, Wash.	83,043	114
Augusta, Ga.	82,542	115
Mobile, Ala.	80,147	116
Fort Wayne, Ind.	79,954	117
Davenport–Rock Island–Moline, Iowa–Ill.	79,030	118
Portsmouth–Dover–Rochester, N.H.	78,917	119
Santa Barbara–Santa Maria–Lompoc, Cal.	78,510	120
Jackson, Miss.	78,057	121
Santa Rosa–Petaluma, Cal.	76,201	122
York, Pa.	75,737	123
Colorado Springs, Colo.	75,047	124
Johnson City–Kingsport–Bristol, Tenn.	74,983	125
Fort Myers–Cape Coral, Fla.	74,929	126
Salinas–Seaside–Monterey, Cal.	74,500	127
Canton, Ohio	74,343	128
Ann Arbor, Mich.	74,313	129
Beaumont–Port Arthur, Tex.	74,095	130
Stockton, Cal.	73,938	131
McAllen–Edinburg–Mission, Tex.	70,882	132
Shreveport, La.	69,080	133
Appleton–Oshkosh–Neenah, Wisc.	68,935	134
Orange County, N.Y.	68,526	135
Rockford, Ill.	66,546	136
Peoria, Ill.	66,345	137
Daytona Beach, Fla.	65,958	138
Anchorage, Alas.	65,528	139
Sarasota, Fla.	65,087	140
Lancaster, Pa.	64,859	141
Vallejo–Fairfield–Napa, Cal.	64,232	142
South Bend–Mishawaka, Ind.	64,155	143
Modesto, Cal.	63,182	144
Huntsville, Ala.	62,936	145
Melbourne–Titusville–Palm Bay, Fla.	62,553	146
Evansville, Ind.	61,627	147
Huntington–Ashland, W.Va.–Ky.	61,459	148
Montgomery, Ala.	60,621	149
Springfield, Mo.	60,586	150
Total Top 150	**38,595,332**	
Amarillo, Tex.	60,115	151
Poughkeepsie, N.Y.	58,941	152
Kalamazoo, Mich.	57,550	153
Roanoke, Va.	57,474	154
Pensacola, Fla.	57,033	155
Binghamton, N.Y.	55,905	156
Terre Haute, Ind.	55,164	157
Lakeland–Winter Haven, Fla.	54,814	158
Corpus Christi, Tex.	54,808	159
Boulder–Longmont, Colo.	54,276	160
Lubbock, Tex.	52,842	161
Green Bay, Wisc.	51,582	162
Charleston, W.Va.	51,531	163
Brownsville–Harlingen, Tex.	51,060	164
Eugene–Springfield, Ore.	50,831	165
New London–Norwich, Conn.	50,636	166
Macon–Warner Robins, Ga.	49,893	167
Tallahassee, Fla.	49,732	168
Duluth, Minn.	49,719	169
Erie, Pa.	48,530	170
Galveston–Texas City, Tex.	48,507	171
Springfield, Ill.	48,362	172
Fayetteville, N.C.	47,794	173
Lincoln, Neb.	47,647	174
Columbus, Ga.	47,145	175
Joliet, Ill.	46,539	176
Savannah, Ga.	46,386	177
Cedar Rapids, Iowa	46,037	178
Fargo–Moorhead, N.D.–Minn.	45,083	179
Champaign–Urbana–Rantoul, Ill.	44,780	180
Laredo, Tex.	43,507	181
Lorain–Elyria, Ohio	42,726	182
Salem, Ore.	42,543	183
Utica–Rome, N.Y.	42,412	184
Decatur, Ill.	42,238	185
Lafayette, La.	42,137	186
Bangor, Me.	40,973	187
Gainesville, Fla.	40,958	188
Waco, Tex.	39,886	189
Niagara Falls, N.Y.	39,860	190
Sioux Falls, S.D.	39,531	191
Naples, Fla.	39,208	192
Bradenton, Fla.	39,166	193
Racine, Wisc.	38,861	194
Visalia–Tulare–Porterville, Cal.	38,784	195
Fort Pierce, Fla.	37,143	196
Alexandria, La.	36,843	197
Monroe, La.	36,831	198
Lima, Ohio	36,743	199
Lafayette–West Lafayette, Ind.	36,380	200
Total Top 200	**40,932,778**	
Provo–Orem, Utah	36,059	201
Topeka, Kans.	35,473	202
Fort Smith, Ark.	35,221	203
Boise, Ida.	34,886	204
Tyler, Tex.	34,814	205
Rochester, Minn.	34,771	206
Killeen–Temple, Tex.	34,617	207
Tuscaloosa, Ala.	34,551	208
Pittsfield, Mass.	33,916	209
Wilmington, N.C.	33,876	210
Longview–Marshall, Tex.	33,782	211
Asheville, N.C.	33,608	212
Santa Cruz, Cal.	33,362	213
Yakima, Wash.	32,879	214
Wichita Falls, Tex.	32,320	215
Vancouver, Wash.	32,120	216
Anderson, Ind.	31,963	217
Wheeling, W.Va.	31,835	218
Eau Claire, Wisc.	31,397	219
Burlington, Vt.	31,354	220
Sioux City, Iowa	31,157	221
Battle Creek, Mich.	30,878	222
Fort Walton Beach, Fla.	30,780	223
Ocala, Fla.	30,530	224
Panama City, Fla.	30,528	225
Fort Collins–Loveland, Colo.	30,195	226
Waterloo–Cedar Falls, Iowa	30,112	227
Charlottesville, Va.	30,078	228
Lynchburg, Va.	30,072	229
Dothan, Ala.	29,944	230
Bloomington–Normal, Ill.	29,692	231
Mansfield, Ohio	29,580	232
Medford, Ore.	29,374	233
Parkersburg–Marietta, W.Va.–Ohio	29,347	234
Clarksville–Hopkinsville, Tenn.–Ky.	29,309	235
Altoona, Pa.	29,174	236
Biloxi–Gulfport, Miss.	29,150	237
Florence, Ala.	29,094	238
Santa Fe, N.M.	28,899	239
Hickory–Morganton, N.C.	28,692	240
Texarkana, Tex.–Ark.	28,662	241
Lake Charles, La.	28,493	242
Beaver County, Pa.	27,812	243
Chico, Cal.	27,803	244
Lawton, Okla.	27,541	245
Fayetteville–Springdale, Ark.	27,080	246
Bloomington, Ind.	26,939	247
Athens, Ga.	26,850	248
Billings, Mont.	26,741	249
Jackson, Mich.	26,446	250
Total Top 250	**42,476,534**	
Florence, S.C.	26,188	251
Grand Forks, N.D.	26,082	252
La Crosse, Wisc.	25,850	253
Johnstown, Pa.	25,714	254
Columbia, Mo.	25,628	255
Muskegon, Mich.	25,439	256
Joplin, Mo.	25,278	257
Elkhart–Goshen, Ind.	25,267	258
Benton Harbor, Mich.	25,238	259
Rapid City, S.D.	25,177	260
Brazoria, Tex.	24,687	261
Abilene, Tex.	24,641	262
Bryon–College Station, Tex.	24,601	263
Houma–Thibodaux, La.	24,545	264
Richland–Kennewick–Pasco, Wash.	24,360	265
Bellingham, Wash.	24,003	266
Olympia, Wash.	23,827	267
Hamilton–Middletown, Ohio	23,753	268
Muncie, Ind.	23,748	269
Albany, Ga.	23,738	270
State College, Pa.	23,710	271
Lewiston–Auburn, Me.	23,199	272
Vineland–Millville–Bridgeton, N.J.	23,082	273
Elmira, N.Y.	22,936	274
Dubuque, Iowa	22,922	275
Midland, Tex.	22,893	276
Anderson, S.C.	22,890	277
Redding, Cal.	22,863	278
Janesville–Beloit, Wisc.	22,682	279
Bremerton, Wash.	22,531	280
Williamsport, Pa.	21,906	281
Bismarck, N.D.	21,764	282
Odessa, Tex.	21,720	283
Wausau, Wisc.	21,668	284
Jacksonville, N.C.	21,478	285
Cumberland, Md.	21,179	286
Steubenville–Weirton, Ohio–W.Va.	21,034	287
Owensboro, Ky.	21,007	288
Burlington, N.C.	20,850	289
Danville, Va.	20,725	290
Jackson, Tenn.	20,700	291
San Angelo, Tex.	20,624	292
Pueblo, Colo.	20,441	293
Jamestown–Dunkirk, N.Y.	19,978	294
Hagerstown, Md.	19,458	295
Sherman–Denison, Tex.	19,172	296
Kenosha, Wisc.	19,160	297
Merced, Cal.	19,042	298
Glens Falls, N.Y.	18,423	299
Sharon, Pa.	18,282	300
Decatur, Ala.	18,065	301
Yuma, Ariz.	17,918	302
Victoria, Tex.	17,842	303
Anniston, Ala.	17,662	304
Iowa City, Iowa	17,589	305
Greeley, Colo.	17,322	306
Las Cruces, N.M.	16,300	307
Gadsden, Ala.	16,182	308
Great Falls, Mont.	15,603	309
Cheyenne, Wyo.	15,303	310
St. Joseph, Mo.	14,932	311
Sheboygan, Wisc.	14,749	312
Yuba City, Cal.	14,286	313
Lawrence, Kans.	13,923	314
Kokomo, Ind.	13,771	315
Kankakee, Ill.	13,757	316
Pine Bluff, Ark.	13,403	317
Pascagoula, Miss.	12,827	318
Enid, Okla.	11,967	319
Casper, Wyo.	10,990	320
Total Above Areas	**43,917,308**	
Percent of U.S.	**86.4174**	
U.S. Total	**50,819,889**	

Footwear Sales

Area	($000)	Rank
New York, N.Y.	1,134,543	1
Los Angeles–Long Beach, Cal.	1,108,073	2
Chicago, Ill.	1,024,787	3
Philadelphia, Pa.	559,893	4
Detroit, Mich.	550,637	5
Washington, D.C.	520,764	6
Boston–Lawrence–Salem–Lowell–Brockton, Mass.	449,875	7
Dallas, Tex.	429,544	8
Houston, Tex.	413,662	9
Atlanta, Ga.	405,035	10
Nassau–Suffolk, N.Y.	395,716	11
Anaheim–Santa Ana, Cal.	359,701	12
Miami–Hialeah, Fla.	326,101	13
Seattle, Wash.	314,358	14
San Diego, Cal.	313,906	15
Minneapolis–St. Paul, Minn.	309,607	16
San Francisco, Cal.	309,499	17
Baltimore, Md.	300,917	18
St. Louis, Mo.	278,661	19
Oakland, Cal.	272,652	20
San Jose, Cal.	257,646	21
Riverside–San Bernardino, Cal.	254,025	22
Bergen–Passaic, N.J.	251,881	23
Phoenix, Ariz.	249,437	24
Tampa–St. Petersburg–Clearwater, Fla.	248,430	25
Cleveland, Ohio	224,485	26
Pittsburgh, Pa.	224,464	27
Newark, N.J.	218,014	28
Denver, Colo.	215,924	29
Indianapolis, Ind.	198,258	30
Fort Lauderdale–Hollywood–Pompano Beach, Fla.	188,590	31
Portland, Ore.	187,319	32
New Orleans, La.	187,274	33
Milwaukee, Wisc.	185,148	34
San Antonio, Tex.	180,705	35
Cincinnati, Ohio	179,036	36
Kansas City, Mo.–Kans.	178,128	37
Fort Worth–Arlington, Tex.	171,034	38
Columbus, Ohio	165,333	39
Norfolk–Virginia Beach–Newport News, Va.	162,085	40
Sacramento, Cal.	151,373	41
Orlando, Fla.	142,765	42
West Palm Beach–Boca Raton–Delray Beach, Fla.	138,132	43
Honolulu, Haw.	135,185	44
Las Vegas, Nev.	134,429	45
Salt Lake City–Ogden, Utah	134,026	46
Charlotte–Gastonia–Rock Hill, N.C.–S.C.	132,437	47
Middlesex–Somerset–Hunterdon, N.J.	132,111	48
Memphis, Tenn.	121,875	49
Greensboro–Winston-Salem–High Point, N.C.	121,247	50
Total Top 50	**15,248,727**	
Nashville, Tenn.	120,681	51
Portland, Me.	119,855	52
Bridgeport–Stamford–Norwalk–Danbury, Conn.	116,699	53
Hartford–New Britain–Middletown–Bristol, Conn.	115,787	54
Birmingham, Ala.	115,547	55
Oklahoma City, Okla.	115,142	56
Austin, Tex.	113,193	57
Monmouth–Ocean, N.J.	111,552	58
Louisville, Ky.	105,397	59
Dayton–Springfield, Ohio	104,158	60
Rochester, N.Y.	98,574	61
Jacksonville, Fla.	95,046	62
Richmond–Petersburg, Va.	94,709	63
Buffalo, N.Y.	91,382	64
Raleigh–Durham, N.C.	88,389	65
Tulsa, Okla.	85,065	66
Albany–Schenectady–Troy, N.Y.	84,539	67
Greenville–Spartanburg, S.C.	84,423	68
Grand Rapids, Mich.	82,525	69
Baton Rouge, La.	81,594	70
Tucson, Ariz.	80,940	71
New Haven–Waterbury–Meriden, Conn.	80,810	72
Jersey City, N.J.	80,664	73
Oxnard–Ventura, Cal.	79,186	74
El Paso, Tex.	78,586	75
Toledo, Ohio	76,773	76
Providence–Pawtucket–Woonsocket, R.I.	75,881	77
Albuquerque, N.M.	75,310	78
Omaha, Neb.	73,255	79
Little Rock–North Little Rock, Ark.	73,201	80
Knoxville, Tenn.	72,630	81
Allentown–Bethlehem–Easton, Pa.	70,373	82
Tacoma, Wash.	69,495	83
Fresno, Cal.	67,025	84
Wichita, Kans.	66,938	85
Wilmington, Del.	66,290	86
Scranton–Wilkes-Barre, Pa.	66,153	87
Akron, Ohio	63,837	88
Harrisburg–Lebanon–Carlisle, Pa.	62,400	89
Mobile, Ala.	61,887	90
Gary–Hammond, Ind.	60,363	91
Charleston, S.C.	59,144	92
Syracuse, N.Y.	58,885	93
New Bedford–Fall River–Attleboro, Mass.	57,735	94
Jackson, Miss.	57,448	95
Terre Haute, Ind.	57,389	96
Trenton, N.J.	54,131	97
Columbia, S.C.	53,810	98
Roanoke, Va.	53,673	99
Lake County, Ill.	53,657	100
Total Top 100	**19,280,855**	
Worcester–Fitchburg–Leominster, Mass.	52,558	101
Springfield, Mass.	51,991	102
Youngstown–Warren, Ohio	51,724	103
Madison, Wisc.	50,839	104
Saginaw–Bay City–Midland, Mich.	50,792	105
Bakersfield, Cal.	50,580	106
Des Moines, Iowa	48,967	107
Chattanooga, Tenn.	48,905	108
Lansing–East Lansing, Mich.	48,413	109
Santa Barbara–Santa Maria–Lompoc, Cal.	48,281	110
Spokane, Wash.	47,965	111
Augusta, Ga.	47,869	112
Lexington-Fayette, Ky.	47,338	113
Manchester–Nashua, N.H.	46,934	114
Fort Myers–Cape Coral, Fla.	46,643	115
Reno, Nev.	45,475	116
Santa Rosa–Petaluma, Cal.	45,160	117
Shreveport, La.	44,589	118
Colorado Springs, Colo.	43,481	119
Stockton, Cal.	43,434	120
McAllen–Edinburg–Mission, Tex.	42,793	121
Ann Arbor, Mich.	42,642	122
Reading, Pa.	42,642	122
Corpus Christi, Tex.	42,029	124
Atlantic City, N.J.	41,780	125
St. Cloud, Minn.	41,301	126
Salinas–Seaside–Monterey, Cal.	40,899	127
Aurora–Elgin, Ill.	40,819	128
Johnson City–Kingsport–Bristol, Tenn.	40,801	129
Sarasota, Fla.	40,644	130
Flint, Mich.	40,524	131
Fort Wayne, Ind.	40,490	132
Beaumont–Port Arthur, Tex.	40,398	133
Lancaster, Pa.	39,835	134
Modesto, Cal.	38,689	135
Vallejo–Fairfield–Napa, Cal.	38,132	136
Canton, Ohio	37,984	137
Davenport–Rock Island–Moline, Iowa–Ill.	37,907	138
Anchorage, Alas.	37,803	139
Montgomery, Ala.	37,623	140
Lubbock, Tex.	37,110	141
Portsmouth–Dover–Rochester, N.H.	36,516	142
Daytona Beach, Fla.	36,309	143
York, Pa.	35,894	144
Eugene–Springfield, Ore.	35,393	145
Kalamazoo, Mich.	34,601	146
Peoria, Ill.	33,915	147
Rockford, Ill.	33,636	148
Appleton–Oshkosh–Neenah, Wisc.	33,537	149
Huntsville, Ala.	32,880	150
Total Top 150	**21,398,319**	
Tallahassee, Fla.	31,705	151
Brownsville–Harlingen, Tex.	31,664	152
Macon–Warner Robins, Ga.	31,496	153
Huntington–Ashland, W.Va.–Ky.	31,479	154
Evansville, Ind.	31,131	155
Orange County, N.Y.	30,880	156
Amarillo, Tex.	30,724	157
Savannah, Ga.	30,691	158
Boulder–Longmont, Colo.	30,670	159
Fayetteville, N.C.	30,011	160
Pensacola, Fla.	29,802	161
Springfield, Mo.	29,767	162
South Bend–Mishawaka, Ind.	29,631	163
Lafayette, La.	29,533	164
Galveston–Texas City, Tex.	29,396	165
Lakeland–Winter Haven, Fla.	29,392	166
Melbourne–Titusville–Palm Bay, Fla.	29,157	167
Charleston, W.Va.	28,780	168
Salem, Ore.	28,241	169
Columbus, Ga.	28,042	170
Waco, Tex.	27,774	171
Niagara Falls, N.Y.	27,302	172
Poughkeepsie, N.Y.	27,125	173
Racine, Wisc.	26,024	174
Monroe, La.	25,488	175
Tyler, Tex.	25,035	176
Lincoln, Neb.	25,006	177
Green Bay, Wisc.	24,621	178
Erie, Pa.	24,385	179
New London–Norwich, Conn.	24,274	180
Binghamton, N.Y.	23,800	181
Champaign–Urbana–Rantoul, Ill.	23,799	182
Sharon, Pa.	23,650	183
Naples, Fla.	23,452	184
Gainesville, Fla.	23,140	185
Laredo, Tex.	22,991	186
Longview–Marshall, Tex.	22,825	187
Bradenton, Fla.	22,463	188
Alexandria, La.	22,453	189
Wilmington, N.C.	22,410	190
Cedar Rapids, Iowa	22,404	191
Asheville, N.C.	22,383	192
Provo–Orem, Utah	22,283	193
Bangor, Me.	21,790	194
Duluth, Minn.	21,740	195
Visalia–Tulare–Porterville, Cal.	21,600	196
Santa Cruz, Cal.	21,563	197
Fargo–Moorhead, N.D.–Minn.	21,371	198
Springfield, Ill.	21,217	199
Fort Pierce, Fla.	21,044	200
Total Top 200	**22,705,923**	
Dothan, Ala.	20,735	201
Topeka, Kans.	20,711	202
Utica–Rome, N.Y.	20,521	203
Joplin, Mo.	20,507	204
Sioux Falls, S.D.	20,428	205
Hickory–Morganton, N.C.	20,380	206
Fort Smith, Ark.	20,229	207
Boise, Ida.	20,191	208
Santa Fe, N.M.	20,045	209
Lake Charles, La.	19,939	210
Killeen–Temple, Tex.	19,930	211
Tuscaloosa, Ala.	19,853	212
Joliet, Ill.	19,394	213
Fort Collins–Loveland, Colo.	19,338	214
Yakima, Wash.	19,281	215
Lorain–Elyria, Ohio	18,893	216
Houma–Thibodaux, La.	18,696	217
Wausau, Wisc.	18,250	218
Vancouver, Wash.	18,135	219
Panama City, Fla.	18,044	220
Lima, Ohio	17,999	221
Medford, Ore.	17,870	222
Athens, Ga.	17,754	223
Clarksville–Hopkinsville, Tenn.–Ky.	17,564	224
Wichita Falls, Tex.	17,349	225
Bremerton, Wash.	17,297	226
Bellingham, Wash.	16,813	227
Charlottesville, Va.	16,731	228
Lynchburg, Va.	16,549	229
Biloxi–Gulfport, Miss.	16,489	230
Abilene, Tex.	16,257	231
Anderson, S.C.	16,236	232
Fort Walton Beach, Fla.	16,189	233
Ocala, Fla.	16,030	234
Rochester, Minn.	15,977	235
Parkersburg–Marietta, W.Va.–Ohio	15,943	236
Beaver County, Pa.	15,869	237
Rapid City, S.D.	15,845	238
Odessa, Tex.	15,833	239
Lafayette–West Lafayette, Ind.	15,815	240
Benton Harbor, Mich.	15,765	241
Wheeling, W.Va.	15,737	242
Florence, S.C.	15,683	243
Chico, Cal.	15,555	244
Battle Creek, Mich.	15,255	245
Elkhart–Goshen, Ind.	15,252	246
Fayetteville–Springdale, Ark.	15,249	247
Midland, Tex.	15,127	248
Billings, Mont.	15,019	249
Florence, Ala.	14,951	250
Total Top 250	**23,585,425**	
Pittsfield, Mass.	14,859	251
Albany, Ga.	14,798	252
Mansfield, Ohio	14,783	253
Kenosha, Wisc.	14,670	254
Burlington, N.C.	14,635	255
Olympia, Wash.	14,198	256
Texarkana, Tex.–Ark.	14,192	257
Redding, Cal.	14,125	258
Muskegon, Mich.	14,049	259
Brazoria, Tex.	13,956	260
La Crosse, Wisc.	13,950	261
Hamilton–Middletown, Ohio	13,855	262
Altoona, Pa.	13,791	263
Johnstown, Pa.	13,784	264
Bryan-College Station, Tex.	13,667	265
Vineland–Millville–Bridgeton, N.J.	13,572	266
Sioux City, Iowa	13,539	267
Bloomington–Normal, Ill.	13,460	268
Columbia, Mo.	13,459	269
Williamsport, Pa.	13,301	270
Waterloo–Cedar Falls, Iowa	13,146	271
Lawton, Okla.	13,028	272
Jackson, Mich.	13,011	273
Owensboro, Ky.	12,972	274
Eau Claire, Wisc.	12,949	275
Decatur, Ill.	12,918	276
Pueblo, Colo.	12,856	277
Elmira, N.Y.	12,760	278
San Angelo, Tex.	12,606	279
Cumberland, Md.	12,435	280
Jackson, Tenn.	12,215	281
Richland–Kennewick–Pasco, Wash.	12,102	282
Burlington, Vt.	12,066	283
Muncie, Ind.	12,001	284
Bloomington, Ind.	11,415	285
Grand Forks, N.D.	11,383	286
Sherman–Denison, Tex.	11,367	287
Victoria, Tex.	11,345	288
Anniston, Ala.	11,344	289
Janesville–Beloit, Wisc.	11,246	290
Lewiston–Auburn, Me.	11,084	291
Jacksonville, N.C.	11,014	292
Merced, Cal.	10,994	293
Decatur, Ala.	10,865	294
State College, Pa.	10,690	295
Dubuque, Iowa	10,397	296
Gadsden, Ala.	10,375	297
Iowa City, Iowa	10,332	298
Bismarck, N.D.	10,213	299
Hagerstown, Md.	10,153	300
Las Cruces, N.M.	10,113	301
Great Falls, Mont.	9,973	302
Pine Bluff, Ark.	9,834	303
Anderson, Ind.	9,318	304
Steubenville–Weirton, Ohio–W.Va.	9,220	305
Pascagoula, Miss.	9,164	306
Sheboygan, Wisc.	9,062	307
Greeley, Colo.	9,037	308
Cheyenne, Wyo.	8,804	309
Glens Falls, N.Y.	8,755	310
Yuma, Ariz.	8,641	311
Lawrence, Kans.	8,531	312
Jamestown–Dunkirk, N.Y.	8,500	313
St. Joseph, Mo.	7,839	314
Danville, Va.	7,606	315
Kankakee, Ill.	7,370	316
Casper, Wyo.	7,300	317
Yuba City, Cal.	6,893	318
Enid, Okla.	6,028	319
Kokomo, Ind.	3,740	320
Total Above Areas	**24,383,078**	
Percent of U.S.	**86.9128**	
U.S. Total	**28,054,634**	

Major Household Appliance Sales

Area	($000)	Rank
Los Angeles–Long Beach, Cal.	854,025	1
Chicago, Ill.	566,310	2
New York, N.Y.	536,474	3
Detroit, Mich.	394,779	4
Philadelphia, Pa.	353,272	5
Boston–Lawrence–Salem–Lowell–Brockton, Mass.	331,064	6
Nassau–Suffolk, N.Y.	317,531	7
Atlanta, Ga.	303,832	8
Washington, D.C.	300,037	9
Tampa–St. Petersburg–Clearwater, Fla.	268,745	10
Dallas, Tex.	263,465	11
Houston, Tex.	249,477	12
Anaheim–Santa Ana, Cal.	245,527	13
Phoenix, Ariz.	241,993	14
San Diego, Cal.	232,924	15
Miami–Hialeah, Fla.	214,424	16
Minneapolis–St. Paul, Minn.	212,718	17
Riverside–San Bernardino, Cal.	207,999	18
Oakland, Cal.	201,387	19
Seattle, Wash.	198,872	20
St. Louis, Mo.	197,580	21
Baltimore, Md.	191,574	22
Orlando, Fla.	162,370	23
Denver, Colo.	161,076	24
Pittsburgh, Pa.	159,037	25
Fort Lauderdale–Hollywood–Pompano Beach, Fla.	150,417	26
San Jose, Cal.	147,169	27
San Francisco, Cal.	147,163	28
Bergen–Passaic, N.J.	146,557	29
New Orleans, La.	146,259	30
Cleveland, Ohio	146,071	31
Sacramento, Cal.	141,094	32
Cincinnati, Ohio	139,459	33
Indianapolis, Ind.	139,121	34
Kansas City, Mo.–Kans.	138,186	35
Newark, N.J.	138,155	36
Milwaukee, Wisc.	136,090	37
Greensboro–Winston-Salem–High Point, N.C.	127,166	38
Charlotte–Gastonia–Rock Hill, N.C.–S.C.	120,404	39
San Antonio, Tex.	114,357	40
Norfolk–Virginia Beach–Newport News, Va.	112,840	41
Portland, Ore.	110,534	42
Nashville, Tenn.	109,805	43
Fort Worth–Arlington, Tex.	109,178	44
Hartford–New Britain–Middletown–Bristol, Conn.	105,539	45
Albany–Schenectady–Troy, N.Y.	103,193	46
Lake County, Ill.	103,146	47
Middlesex–Somerset–Hunterdon, N.J.	98,062	48
Columbus, Ohio	94,914	49
Salt Lake City–Ogden, Utah	89,780	50
Total Top 50	**10,481,151**	
Jacksonville, Fla.	89,360	51
Dayton–Springfield, Ohio	89,067	52
Louisville, Ky.	86,591	53
Monmouth–Ocean, N.J.	86,473	54
Memphis, Tenn.	86,292	55
Bridgeport–Stamford–Norwalk–Danbury, Conn.	85,838	56
Rochester, N.Y.	85,748	57
West Palm Beach–Boca Raton–Delray Beach, Fla.	84,090	58
Richmond–Petersburg, Va.	81,686	59
Birmingham, Ala.	78,820	60
Buffalo, N.Y.	78,212	61
Las Vegas, Nev.	75,749	62
Grand Rapids, Mich.	75,389	63
Providence–Pawtucket–Woonsocket, R.I.	75,335	64
Scranton–Wilkes-Barre, Pa.	72,012	65
Raleigh–Durham, N.C.	71,280	66
Oklahoma City, Okla.	70,132	67
Austin, Tex.	70,062	68
Honolulu, Haw.	69,016	69
New Haven–Waterbury–Meriden, Conn.	67,025	70
Oxnard–Ventura, Cal.	66,164	71
Akron, Ohio	65,171	72
Syracuse, N.Y.	63,400	73
Toledo, Ohio	60,743	74
Knoxville, Tenn.	60,238	75
Greenville–Spartanburg, S.C.	59,423	76
Worcester–Fitchburg–Leominster, Mass.	59,195	77
Albuquerque, N.M.	58,461	78
Allentown–Bethlehem–Easton, Pa.	58,344	79
Harrisburg–Lebanon–Carlisle, Pa.	57,848	80
Portsmouth–Dover–Rochester, N.H.	57,287	81
Tucson, Ariz.	56,257	82
Manchester–Nashua, N.H.	55,371	83
Lansing–East Lansing, Mich.	52,370	84
Pensacola, Fla.	50,471	85
Springfield, Mass.	50,403	86
Tulsa, Okla.	50,390	87
Wilmington, Del.	49,095	88
Omaha, Neb.	48,927	89
El Paso, Tex.	48,856	90
Chattanooga, Tenn.	48,109	91
Gary–Hammond, Ind.	46,699	92
Columbia, S.C.	46,494	93
Tacoma, Wash.	46,368	94
Baton Rouge, La.	45,738	95
Charleston, S.C.	44,788	96
Little Rock–North Little Rock, Ark.	44,750	97
Fresno, Cal.	44,155	98
Lancaster, Pa.	44,147	99
Youngstown–Warren, Ohio	43,303	100
Total Top 100	**13,642,295**	
Sarasota, Fla.	43,127	101
Fort Wayne, Ind.	42,997	102
New Bedford–Fall River–Attleboro, Mass.	42,763	103
Canton, Ohio	42,313	104
Melbourne–Titusville–Palm Bay, Fla.	41,880	105
Jersey City, N.J.	41,444	106
Lexington-Fayette, Ky.	40,720	107
Bakersfield, Cal.	40,428	108
Flint, Mich.	40,341	109
Trenton, N.J.	40,111	110
Saginaw–Bay City–Midland, Mich.	39,977	111
Green Bay, Wisc.	39,437	112
York, Pa.	39,114	113
Orange County, N.Y.	38,031	114
Portland, Me.	37,438	115
Daytona Beach, Fla.	37,437	116
Augusta, Ga.	37,285	117
Fort Myers–Cape Coral, Fla.	37,205	118
Madison, Wisc.	37,143	119
Huntsville, Ala.	36,719	120
Des Moines, Iowa	36,476	121
Vallejo–Fairfield–Napa, Cal.	36,445	122
Mobile, Ala.	35,998	123
Shreveport, La.	35,890	124
Atlantic City, N.J.	35,468	125
Beaumont–Port Arthur, Tex.	35,169	126
Aurora–Elgin, Ill.	34,789	127
Rockford, Ill.	34,680	128
Colorado Springs, Colo.	34,537	129
Wichita, Kans.	34,360	130
St. Cloud, Minn.	34,065	131
Reading, Pa.	33,326	132
Lakeland–Winter Haven, Fla.	33,174	133
Jackson, Miss.	32,871	134
Johnson City–Kingsport–Bristol, Tenn.	32,659	135
Joliet, Ill.	32,468	136
Utica–Rome, N.Y.	31,868	137
Stockton, Cal.	31,727	138
Appleton–Oshkosh–Neenah, Wisc.	31,536	139
South Bend–Mishawaka, Ind.	30,865	140
Spokane, Wash.	30,839	141
Peoria, Ill.	30,309	142
Reno, Nev.	30,096	143
Santa Barbara–Santa Maria–Lompoc, Cal.	29,928	144
Santa Rosa–Petaluma, Cal.	29,866	145
Poughkeepsie, N.Y.	29,783	146
Modesto, Cal.	29,530	147
Kalamazoo, Mich.	29,015	148
McAllen–Edinburg–Mission, Tex.	28,994	149
Davenport–Rock Island–Moline, Iowa–Ill.	28,808	150
Total Top 150	**15,413,744**	
Fort Pierce, Fla.	28,632	151
Macon–Warner Robins, Ga.	28,322	152
Binghamton, N.Y.	26,986	153
Evansville, Ind.	26,020	154
Montgomery, Ala.	25,829	155
Tallahassee, Fla.	25,528	156
Savannah, Ga.	25,350	157
Ann Arbor, Mich.	25,286	158
Corpus Christi, Tex.	24,775	159
Salinas–Seaside–Monterey, Cal.	24,725	160
Roanoke, Va.	24,080	161
Springfield, Mo.	23,738	162
Charleston, W.Va.	23,684	163
Naples, Fla.	23,642	164
Fayetteville, N.C.	23,444	165
Anchorage, Alas.	23,176	166
Huntington–Ashland, W.Va.–Ky.	23,074	167
Asheville, N.C.	22,812	168
Springfield, Ill.	22,800	169
Erie, Pa.	22,771	170
Amarillo, Tex.	22,185	171
Columbus, Ga.	22,035	172
Fayetteville–Springdale, Ark.	20,881	173
Hickory–Morganton, N.C.	20,569	174
Brownsville–Harlingen, Tex.	20,369	175
Salem, Ore.	20,334	176
Killeen–Temple, Tex.	20,313	177
Ocala, Fla.	20,221	178
Lorain–Elyria, Ohio	20,205	179
Terre Haute, Ind.	20,077	180
Gainesville, Fla.	19,926	181
Monroe, La.	19,669	182
Niagara Falls, N.Y.	19,573	183
Duluth, Minn.	19,492	184
Eugene–Springfield, Ore.	18,975	185
New London–Norwich, Conn.	18,863	186
Chico, Cal.	18,771	187
Lafayette, La.	18,759	188
Bradenton, Fla.	18,743	189
Boise, Ida.	18,722	190
Galveston–Texas City, Tex.	18,263	191
Fort Walton Beach, Fla.	18,070	192
Lubbock, Tex.	18,057	193
Tyler, Tex.	17,807	194
Olympia, Wash.	17,780	195
Champaign–Urbana–Rantoul, Ill.	17,035	196
Parkersburg–Marietta, W.Va.–Ohio	17,034	197
Johnstown, Pa.	16,942	198
Lima, Ohio	16,813	199
Fargo–Moorhead, N.D.–Minn.	16,615	200
Total Top 200	**16,481,516**	
Lake Charles, La.	16,530	201
Laredo, Tex.	16,484	202
Hamilton–Middletown, Ohio	16,377	203
Lafayette–West Lafayette, Ind.	16,339	204
Fort Collins–Loveland, Colo.	16,249	205
Bremerton, Wash.	16,240	206
La Crosse, Wisc.	16,140	207
Visalia–Tulare–Porterville, Cal.	16,098	208
Fort Smith, Ark.	16,046	209
Racine, Wisc.	16,040	210
Topeka, Kans.	15,667	211
Wilmington, N.C.	15,516	212
Waco, Tex.	15,416	213
Dothan, Ala.	15,381	214
Sioux Falls, S.D.	15,146	215
Biloxi–Gulfport, Miss.	15,128	216
Cedar Rapids, Iowa	15,117	217
Hagerstown, Md.	14,946	218
Boulder–Longmont, Colo.	14,919	219
Wheeling, W.Va.	14,831	220
Longview–Marshall, Tex.	14,711	221
Texarkana, Tex.–Ark.	14,604	222
Wichita Falls, Tex.	14,470	223
Florence, Ala.	14,451	224
Athens, Ga.	14,425	225
Beaver County, Pa.	14,336	226
Altoona, Pa.	14,291	227
Muskegon, Mich.	14,179	228
Jackson, Mich.	14,130	229
Mansfield, Ohio	13,966	230
Lynchburg, Va.	13,909	231
Santa Cruz, Cal.	13,644	232
Battle Creek, Mich.	13,622	233
Alexandria, La.	13,467	234
Anderson, S.C.	13,349	235
Medford, Ore.	13,337	236
Bangor, Me.	13,318	237
Clarksville–Hopkinsville, Tenn.–Ky.	13,298	238
Eau Claire, Wisc.	13,274	239
Houma–Thibodaux, La.	13,251	240
Tuscaloosa, Ala.	13,107	241
Vineland–Millville–Bridgeton, N.J.	13,035	242
Vancouver, Wash.	13,002	243
Panama City, Fla.	12,963	244
Redding, Cal.	12,713	245
Lincoln, Neb.	12,705	246
Janesville–Beloit, Wisc.	12,693	247
Decatur, Ill.	12,618	248
Jackson, Tenn.	12,610	249
Richland–Kennewick–Pasco, Wash.	12,592	250
Total Top 250	**17,202,196**	
Florence, S.C.	12,549	251
Waterloo–Cedar Falls, Iowa	12,439	252
Pittsfield, Mass.	12,426	253
Provo–Orem, Utah	12,349	254
Albany, Ga.	12,331	255
Brazoria, Tex.	12,303	256
State College, Pa.	12,231	257
Rochester, Minn.	12,039	258
Charlottesville, Va.	12,003	259
Joplin, Mo.	11,995	260
Elmira, N.Y.	11,848	261
Kokomo, Ind.	11,808	262
Columbia, Mo.	11,796	263
Santa Fe, N.M.	11,749	264
Elkhart–Goshen, Ind.	11,720	265
Yakima, Wash.	11,620	266
Billings, Mont.	11,587	267
Burlington, Vt.	11,516	268
Bloomington–Normal, Ill.	11,425	269
Sharon, Pa.	11,320	270
Abilene, Tex.	11,315	271
Bellingham, Wash.	11,245	272
Anderson, Ind.	11,219	273
Benton Harbor, Mich.	11,182	274
Kenosha, Wisc.	10,959	275
Wausau, Wisc.	10,950	276
Jacksonville, N.C.	10,934	277
Dubuque, Iowa	10,774	278
Great Falls, Mont.	10,773	279
Lawton, Okla.	10,521	280
Decatur, Ala.	10,482	281
Las Cruces, N.M.	10,470	282
Williamsport, Pa.	10,367	283
Steubenville–Weirton, Ohio–W.Va.	10,291	284
Bryan–College Station, Tex.	9,956	285
Rapid City, S.D.	9,898	286
Pueblo, Colo.	9,634	287
Owensboro, Ky.	9,589	288
Merced, Cal.	9,454	289
Sherman–Denison, Tex.	9,441	290
Glens Falls, N.Y.	9,369	291
San Angelo, Tex.	9,356	292
Muncie, Ind.	9,290	293
Burlington, N.C.	9,086	294
Cumberland, Md.	9,006	295
Sioux City, Iowa	8,949	296
Yuba City, Cal.	8,938	297
Anniston, Ala.	8,811	298
Sheboygan, Wisc.	8,717	299
Bismarck, N.D.	8,591	300
Danville, Va.	8,582	301
Jamestown–Dunkirk, N.Y.	8,576	302
Bloomington, Ind.	8,557	303
Gadsden, Ala.	8,524	304
Odessa, Tex.	8,510	305
Pascagoula, Miss.	8,459	306
Yuma, Ariz.	8,284	307
Iowa City, Iowa	8,222	308
St. Joseph, Mo.	8,003	309
Kankakee, Ill.	7,859	310
Lewiston–Auburn, Me.	7,850	311
Greeley, Colo.	6,855	312
Pine Bluff, Ark.	6,786	313
Grand Forks, N.D.	6,740	314
Cheyenne, Wyo.	6,507	315
Midland, Tex.	6,103	316
Casper, Wyo.	6,020	317
Victoria, Tex.	6,019	318
Lawrence, Kans.	5,181	319
Enid, Okla.	4,806	320
Total Above Areas	**17,887,260**	
Percent of U.S.	**83.4677**	
U.S. Total	**21,430,166**	

Furniture and Sleep Equipment Sales

Area	($000)	Rank
Los Angeles–Long Beach, Cal.	1,276,563	1
New York, N.Y.	1,230,063	2
Chicago, Ill.	1,211,009	3
Washington, D.C.	779,877	4
Philadelphia, Pa.	767,720	5
Detroit, Mich.	752,984	6
Boston–Lawrence–Salem–Lowell–Brockton, Mass.	602,703	7
Nassau–Suffolk, N.Y.	580,924	8
Atlanta, Ga.	542,859	9
Dallas, Tex.	501,382	10
Anaheim–Santa Ana, Cal.	462,040	11
Houston, Tex.	458,727	12
San Diego, Cal.	449,676	13
Phoenix, Ariz.	431,093	14
Baltimore, Md.	426,340	15
Seattle, Wash.	406,947	16
Minneapolis–St. Paul, Minn.	404,203	17
Bergen–Passaic, N.J.	399,863	18
Tampa–St. Petersburg–Clearwater, Fla.	393,821	19
Miami–Hialeah, Fla.	387,593	20
Oakland, Cal.	352,374	21
San Francisco, Cal.	350,965	22
Greensboro–Winston-Salem–High Point, N.C.	345,897	23
Denver, Colo.	333,862	24
Newark, N.J.	329,989	25
Fort Lauderdale–Hollywood–Pompano Beach, Fla.	307,650	26
San Jose, Cal.	292,500	27
Cleveland, Ohio	289,945	28
St. Louis, Mo.	288,772	29
Riverside–San Bernardino, Cal.	288,195	30
Pittsburgh, Pa.	277,843	31
Sacramento, Cal.	261,007	32
West Palm Beach–Boca Raton–Delray Beach, Fla.	245,252	33
Milwaukee, Wisc.	237,355	34
Portland, Ore.	232,361	35
Orlando, Fla.	231,266	36
Columbus, Ohio	224,160	37
Indianapolis, Ind.	219,835	38
Norfolk–Virginia Beach–Newport News, Va.	218,088	39
Middlesex–Somerset–Hunterdon, N.J.	217,941	40
Fort Worth–Arlington, Tex.	214,662	41
Cincinnati, Ohio	206,962	42
Hartford–New Britain–Middletown–Bristol, Conn.	203,966	43
Kansas City, Mo.–Kans.	202,514	44
Monmouth–Ocean, N.J.	196,952	45
San Antonio, Tex.	194,131	46
New Orleans, La.	188,436	47
Salt Lake City–Ogden, Utah	181,237	48
Louisville, Ky.	169,383	49
Charlotte–Gastonia–Rock Hill, N.C.–S.C.	169,032	50
Total Top 50	**19,938,919**	
Jacksonville, Fla.	164,475	51
Bridgeport–Stamford–Norwalk–Danbury, Conn.	160,943	52
Memphis, Tenn.	154,912	53
Rochester, N.Y.	150,919	54
Nashville, Tenn.	146,314	55
Richmond–Petersburg, Va.	141,671	56
Buffalo, N.Y.	141,573	57
Oklahoma City, Okla.	140,960	58
Honolulu, Haw.	138,757	59
Albany–Schenectady–Troy, N.Y.	136,822	60
Dayton–Springfield, Ohio	127,864	61
New Haven–Waterbury–Meriden, Conn.	127,858	62
Lake County, Ill.	125,615	63
Raleigh–Durham, N.C.	125,009	64
Wilmington, Del.	123,676	65
Birmingham, Ala.	120,681	66
Las Vegas, Nev.	118,127	67
Austin, Tex.	117,741	68
Oxnard–Ventura, Cal.	113,620	69
Grand Rapids, Mich.	112,461	70
Fresno, Cal.	111,765	71
Fort Myers–Cape Coral, Fla.	108,360	72
Worcester–Fitchburg–Leominster, Mass.	107,958	73
Omaha, Neb.	104,265	74
Knoxville, Tenn.	102,294	75
Scranton–Wilkes-Barre, Pa.	101,979	76
Providence–Pawtucket–Woonsocket, R.I.	100,113	77
Jersey City, N.J.	99,282	78
Tucson, Ariz.	97,066	79
Harrisburg–Lebanon–Carlisle, Pa.	96,896	80
Tulsa, Okla.	95,898	81
Sarasota, Fla.	93,073	82
Allentown–Bethlehem–Easton, Pa.	92,749	83
Youngstown–Warren, Ohio	92,051	84
Greenville–Spartanburg, S.C.	89,771	85
Akron, Ohio	89,207	86
Toledo, Ohio	86,953	87
Little Rock–North Little Rock, Ark.	86,360	88
Syracuse, N.Y.	85,622	89
Springfield, Mass.	85,117	90
Albuquerque, N.M.	84,451	91
Tacoma, Wash.	84,103	92
Baton Rouge, La.	82,086	93
El Paso, Tex.	80,575	94
Santa Rosa–Petaluma, Cal.	79,605	95
Charleston, S.C.	74,641	96
Columbia, S.C.	73,598	97
Lancaster, Pa.	72,443	98
Gary–Hammond, Ind.	71,990	99
New Bedford–Fall River–Attleboro, Mass.	71,568	100
Total Top 100	**25,388,756**	
Modesto, Cal.	68,443	101
Chattanooga, Tenn.	68,209	102
Bakersfield, Cal.	67,026	103
Portsmouth–Dover–Rochester, N.H.	66,548	104
Colorado Springs, Colo.	64,968	105
Lansing–East Lansing, Mich.	64,514	106
Flint, Mich.	63,916	107
Mobile, Ala.	63,227	108
Naples, Fla.	62,928	109
Lexington-Fayette, Ky.	62,751	110
Jackson, Miss.	61,523	111
Fort Wayne, Ind.	59,782	112
Reno, Nev.	59,447	113
Des Moines, Iowa	59,365	114
Manchester–Nashua, N.H.	58,885	115
Hickory–Morganton, N.C.	58,594	116
Daytona Beach, Fla.	58,307	117
Atlantic City, N.J.	57,078	118
Stockton, Cal.	57,053	119
Lakeland–Winter Haven, Fla.	56,299	120
Madison, Wisc.	56,090	121
Saginaw–Bay City–Midland, Mich.	56,005	122
Santa Barbara–Santa Maria–Lompoc, Cal.	55,967	123
Vallejo–Fairfield–Napa, Cal.	55,805	124
Spokane, Wash.	55,679	125
Melbourne–Titusville–Palm Bay, Fla.	55,455	126
Poughkeepsie, N.Y.	55,153	127
Fort Pierce, Fla.	54,040	128
Appleton–Oshkosh–Neenah, Wisc.	53,493	129
Evansville, Ind.	53,440	130
Shreveport, La.	51,838	131
Aurora–Elgin, Ill.	51,633	132
Wichita, Kans.	50,985	133
York, Pa.	50,696	134
Peoria, Ill.	50,625	135
Trenton, N.J.	50,336	136
Augusta, Ga.	50,255	137
Montgomery, Ala.	50,195	138
South Bend–Mishawaka, Ind.	49,936	139
Rockford, Ill.	49,034	140
Canton, Ohio	48,339	141
Fayetteville, N.C.	47,985	142
Orange County, N.Y.	47,036	143
Reading, Pa.	46,460	144
Davenport–Rock Island–Moline, Iowa–Ill.	45,865	145
McAllen–Edinburg–Mission, Tex.	45,291	146
Macon–Warner Robins, Ga.	45,227	147
Savannah, Ga.	43,556	148
Portland, Me.	42,937	149
Huntsville, Ala.	42,308	150
Total Top 150	**28,081,263**	
Anchorage, Alas.	41,915	151
Roanoke, Va.	41,800	152
Green Bay, Wisc.	41,704	153
Pensacola, Fla.	41,189	154
Beaumont–Port Arthur, Tex.	40,586	155
Columbus, Ga.	39,948	156
Ann Arbor, Mich.	39,145	157
Tallahassee, Fla.	39,125	158
Corpus Christi, Tex.	39,047	159
Lubbock, Tex.	39,037	160
Erie, Pa.	38,762	161
St. Cloud, Minn.	38,711	162
Salinas–Seaside–Monterey, Cal.	38,636	163
Johnson City–Kingsport–Bristol, Tenn.	38,624	164
Huntington–Ashland, W.Va.–Ky.	38,539	165
Kalamazoo, Mich.	37,850	166
Lorain–Elyria, Ohio	37,776	167
Bradenton, Fla.	37,728	168
Asheville, N.C.	35,627	169
Utica–Rome, N.Y.	34,356	170
Wilmington, N.C.	34,135	171
New London–Norwich, Conn.	34,125	172
Tyler, Tex.	33,029	173
Springfield, Mo.	33,001	174
Killeen–Temple, Tex.	32,408	175
Racine, Wisc.	32,249	176
Joliet, Ill.	32,212	177
Boise, Ida.	32,209	178
Amarillo, Tex.	32,057	179
Binghamton, N.Y.	31,892	180
Eugene–Springfield, Ore.	31,684	181
Charleston, W.Va.	31,660	182
Ocala, Fla.	30,644	183
Visalia–Tulare–Porterville, Cal.	30,446	184
Vancouver, Wash.	30,179	185
Lafayette, La.	29,044	186
Springfield, Ill.	28,952	187
Fort Collins–Loveland, Colo.	28,007	188
Fort Walton Beach, Fla.	27,976	189
Duluth, Minn.	27,350	190
Cedar Rapids, Iowa	26,831	191
Jacksonville, N.C.	26,747	192
Billings, Mont.	26,516	193
Hamilton–Middletown, Ohio	25,849	194
Chico, Cal.	25,775	195
Panama City, Fla.	25,726	196
Boulder–Longmont, Colo.	25,576	197
Fayetteville–Springdale, Ark.	25,267	198
Santa Cruz, Cal.	25,262	199
Waco, Tex.	25,093	200
Total Top 200	**29,743,269**	
Charlottesville, Va.	24,672	201
Mansfield, Ohio	24,578	202
Gainesville, Fla.	24,253	203
Champaign–Urbana–Rantoul, Ill.	24,188	204
Altoona, Pa.	23,978	205
Biloxi–Gulfport, Miss.	23,798	206
Topeka, Kans.	23,776	207
Brownsville–Harlingen, Tex.	23,252	208
Parkersburg–Marietta, W.Va.–Ohio	23,116	209
Longview–Marshall, Tex.	22,928	210
Monroe, La.	22,908	211
Niagara Falls, N.Y.	22,630	212
Wheeling, W.Va.	22,432	213
Fort Smith, Ark.	22,322	214
Tuscaloosa, Ala.	22,177	215
Burlington, Vt.	21,935	216
Lima, Ohio	21,898	217
Salem, Ore.	21,635	218
Clarksville–Hopkinsville, Tenn.–Ky.	21,347	219
Pittsfield, Mass.	20,683	220
Bremerton, Wash.	20,506	221
Abilene, Tex.	20,458	222
Fargo–Moorhead, N.D.–Minn.	20,405	223
Redding, Cal.	20,402	224
Richland–Kennewick–Pasco, Wash.	20,170	225
Elkhart–Goshen, Ind.	20,011	226
Yakima, Wash.	19,896	227
Lake Charles, La.	19,763	228
Medford, Ore.	19,366	229
Provo–Orem, Utah	18,753	230
Sioux Falls, S.D.	18,732	231
Bangor, Me.	18,413	232
Albany, Ga.	18,386	233
Johnstown, Pa.	18,135	234
Bellingham, Wash.	18,056	235
Decatur, Ala.	18,035	236
Muskegon, Mich.	17,791	237
Eau Claire, Wisc.	17,711	238
Jackson, Mich.	17,663	239
Dothan, Ala.	17,621	240
State College, Pa.	17,311	241
Sharon, Pa.	17,240	242
Hagerstown, Md.	17,230	243
Battle Creek, Mich.	17,019	244
Vineland–Millville–Bridgeton, N.J.	16,823	245
Florence, S.C.	16,700	246
Lynchburg, Va.	16,650	247
Galveston–Texas City, Tex.	16,628	248
Alexandria, La.	16,352	249
Danville, Va.	16,297	250
Total Top 250	**30,750,398**	
La Crosse, Wisc.	15,939	251
Wausau, Wisc.	15,924	252
Merced, Cal.	15,774	253
Gadsden, Ala.	15,743	254
Williamsport, Pa.	15,737	255
Lincoln, Neb.	15,683	256
Bloomington–Normal, Ill.	15,544	257
Anderson, S.C.	15,457	258
Lafayette–West Lafayette, Ind.	15,376	259
Kokomo, Ind.	15,157	260
Wichita Falls, Tex.	15,120	261
Burlington, N.C.	14,888	262
Pueblo, Colo.	14,826	263
Texarkana, Tex.–Ark.	14,811	264
Jamestown–Dunkirk, N.Y.	14,774	265
Rochester, Minn.	14,700	266
Bryan–College Station, Tex.	14,597	267
Rapid City, S.D.	14,512	268
Janesville–Beloit, Wisc.	14,495	269
Beaver County, Pa.	14,460	270
Midland, Tex.	14,372	271
Waterloo–Cedar Falls, Iowa	14,296	272
Houma–Thibodaux, La.	14,025	273
Terre Haute, Ind.	13,997	274
Lawton, Okla.	13,947	275
Florence, Ala.	13,854	276
San Angelo, Tex.	13,533	277
Yuba City, Cal.	13,417	278
Great Falls, Mont.	13,372	279
Odessa, Tex.	13,372	279
Columbia, Mo.	13,339	281
Santa Fe, N.M.	12,844	282
Owensboro, Ky.	12,793	283
Decatur, Ill.	12,678	284
Olympia, Wash.	12,618	285
Bloomington, Ind.	12,566	286
Athens, Ga.	12,472	287
Yuma, Ariz.	12,333	288
Las Cruces, N.M.	12,329	289
Joplin, Mo.	12,301	290
Elmira, N.Y.	12,072	291
Steubenville–Weirton, Ohio–W.Va.	12,026	292
Cumberland, Md.	11,875	293
Iowa City, Iowa	11,779	294
Glens Falls, N.Y.	11,536	295
Brazoria, Tex.	11,334	296
Sioux City, Iowa	11,263	297
Kankakee, Ill.	11,102	298
Pine Bluff, Ark.	11,014	299
Jackson, Tenn.	10,933	300
Muncie, Ind.	10,909	301
Laredo, Tex.	10,679	302
Anderson, Ind.	10,661	303
Kenosha, Wisc.	10,658	304
Anniston, Ala.	10,518	305
Victoria, Tex.	10,486	306
Dubuque, Iowa	10,452	307
Bismarck, N.D.	10,049	308
Lewiston–Auburn, Me.	10,044	309
Greeley, Colo.	9,575	310
Sherman–Denison, Tex.	9,488	311
Pascagoula, Miss.	8,826	312
Grand Forks, N.D.	8,818	313
Sheboygan, Wisc.	8,258	314
Benton Harbor, Mich.	8,255	315
Cheyenne, Wyo.	8,015	316
St. Joseph, Mo.	8,013	317
Casper, Wyo.	6,845	318
Enid, Okla.	6,041	319
Lawrence, Kans.	5,544	320
Total Above Areas	**31,615,441**	
Percent of U.S.	**87.4739**	
U.S. Total	**36,142,498**	

Television, VCR, and Tape Sales

Area	($000)	Rank
Los Angeles–Long Beach, Cal.	677,539	1
Chicago, Ill.	494,268	2
New York, N.Y.	480,510	3
Washington, D.C.	343,094	4
Detroit, Mich.	288,269	5
Dallas, Tex.	271,688	6
Houston, Tex.	271,566	7
Philadelphia, Pa.	250,037	8
Nassau–Suffolk, N.Y.	240,040	9
Atlanta, Ga.	232,166	10
Boston–Lawrence–Salem–Lowell–Brockton, Mass.	219,773	11
Anaheim–Santa Ana, Cal.	212,514	12
Tampa–St. Petersburg–Clearwater, Fla.	186,778	13
Oakland, Cal.	180,333	14
Minneapolis–St. Paul, Minn.	179,225	15
San Francisco, Cal.	173,732	16
Indianapolis, Ind.	173,299	17
San Diego, Cal.	172,864	18
Seattle, Wash.	172,849	19
Denver, Colo.	167,208	20
San Jose, Cal.	162,138	21
Baltimore, Md.	160,976	22
St. Louis, Mo.	154,767	23
Portland, Ore.	154,514	24
Miami–Hialeah, Fla.	153,698	25
Riverside–San Bernardino, Cal.	148,987	26
Milwaukee, Wisc.	133,249	27
Fort Worth–Arlington, Tex.	130,246	28
Phoenix, Ariz.	124,730	29
Kansas City, Mo.–Kans.	123,169	30
Cleveland, Ohio	108,993	31
San Antonio, Tex.	107,599	32
Bergen–Passaic, N.J.	105,907	33
Pittsburgh, Pa.	104,983	34
Newark, N.J.	104,265	35
Sacramento, Cal.	103,262	36
Salt Lake City–Ogden, Utah	96,429	37
Charlotte–Gastonia–Rock Hill, N.C.–S.C.	88,179	38
Nashville, Tenn.	87,800	39
Norfolk–Virginia Beach–Newport News, Va.	87,394	40
Fort Lauderdale–Hollywood–Pompano Beach, Fla.	85,010	41
Cincinnati, Ohio	82,923	42
Orlando, Fla.	81,841	43
Jacksonville, Fla.	81,676	44
Memphis, Tenn.	79,660	45
Oklahoma City, Okla.	76,939	46
Hartford–New Britain–Middletown–Bristol, Conn.	76,633	47
Louisville, Ky.	75,928	48
Greensboro–Winston-Salem–High Point, N.C.	74,013	49
New Orleans, La.	73,123	50
Total Top 50	8,616,780	
Dayton–Springfield, Ohio	72,572	51
Austin, Tex.	71,386	52
Lake County, Ill.	69,079	53
Birmingham, Ala.	64,978	54
Middlesex–Somerset–Hunterdon, N.J.	63,630	55
Richmond–Petersburg, Va.	62,468	56
Rochester, N.Y.	62,127	57
Bridgeport–Stamford–Norwalk–Danbury, Conn.	61,197	58
West Palm Beach–Boca Raton–Delray Beach, Fla.	59,834	59
Raleigh–Durham, N.C.	58,991	60
Buffalo, N.Y.	56,451	61
Knoxville, Tenn.	55,340	62
Albany–Schenectady–Troy, N.Y.	54,108	63
Tulsa, Okla.	51,392	64
Greenville–Spartanburg, S.C.	50,829	65
Omaha, Neb.	49,854	66
Toledo, Ohio	49,474	67
New Haven–Waterbury–Meriden, Conn.	48,696	68
Monmouth–Ocean, N.J.	48,533	69
Columbus, Ohio	47,854	70
Grand Rapids, Mich.	46,480	71
El Paso, Tex.	46,372	72
Albuquerque, N.M.	46,228	73
Baton Rouge, La.	45,503	74
Wilmington, Del.	43,840	75
Fort Wayne, Ind.	42,669	76
Las Vegas, Nev.	42,423	77
Tacoma, Wash.	41,631	78
Tucson, Ariz.	40,722	79
Lexington-Fayette, Ky.	40,463	80
Little Rock–North Little Rock, Ark.	40,424	81
Providence–Pawtucket–Woonsocket, R.I.	40,374	82
Madison, Wisc.	40,054	83
Worcester–Fitchburg–Leominster, Mass.	39,516	84
Scranton–Wilkes-Barre, Pa.	39,242	85
Harrisburg–Lebanon–Carlisle, Pa.	38,679	86
Allentown–Bethlehem–Easton, Pa.	38,481	87
Fresno, Cal.	38,139	88
Honolulu, Haw.	37,248	89
McAllen–Edinburg–Mission, Tex.	37,097	90
Wichita, Kans.	35,569	91
Reno, Nev.	35,493	92
Shreveport, La.	34,911	93
Flint, Mich.	34,493	94
Lansing–East Lansing, Mich.	33,975	95
South Bend–Mishawaka, Ind.	33,874	96
Gary–Hammond, Ind.	33,743	97
Bakersfield, Cal.	33,639	98
Springfield, Mass.	33,567	99
Jackson, Miss.	33,502	100
Total Top 100	10,943,949	
Columbia, S.C.	33,003	101
Akron, Ohio	32,880	102
Manchester–Nashua, N.H.	32,764	103
Des Moines, Iowa	32,744	104
Chattanooga, Tenn.	32,713	105
Syracuse, N.Y.	32,598	106
Portsmouth–Dover–Rochester, N.H.	32,362	107
Oxnard–Ventura, Cal.	31,865	108
Colorado Springs, Colo.	31,431	109
Fort Myers–Cape Coral, Fla.	30,920	110
Canton, Ohio	30,460	111
Fayetteville, N.C.	30,093	112
Charleston, S.C.	29,870	113
Melbourne–Titusville–Palm Bay, Fla.	29,815	114
Sarasota, Fla.	29,681	115
Youngstown–Warren, Ohio	29,276	116
Beaumont–Port Arthur, Tex.	29,160	117
Lakeland–Winter Haven, Fla.	29,160	117
Saginaw–Bay City–Midland, Mich.	28,690	119
Evansville, Ind.	28,688	120
New Bedford–Fall River–Attleboro, Mass.	28,425	121
Augusta, Ga.	28,293	122
Santa Rosa–Petaluma, Cal.	28,127	123
Terre Haute, Ind.	27,463	124
Johnson City–Kingsport–Bristol, Tenn.	26,939	125
Corpus Christi, Tex.	26,749	126
St. Cloud, Minn.	26,637	127
Davenport–Rock Island–Moline, Iowa–Ill.	26,299	128
Mobile, Ala.	25,863	129
Bellingham, Wash.	25,637	130
Appleton–Oshkosh–Neenah, Wisc.	25,365	131
Anchorage, Alas.	25,336	132
Laredo, Tex.	25,312	133
Modesto, Cal.	24,993	134
Daytona Beach, Fla.	24,580	135
Jersey City, N.J.	24,546	136
Ann Arbor, Mich.	23,934	137
Aurora–Elgin, Ill.	23,724	138
Stockton, Cal.	23,407	139
Salinas–Seaside–Monterey, Cal.	23,324	140
Rockford, Ill.	23,200	141
Huntsville, Ala.	23,038	142
Montgomery, Ala.	22,830	143
Amarillo, Tex.	22,343	144
Lancaster, Pa.	22,276	145
Spokane, Wash.	22,069	146
Kalamazoo, Mich.	21,989	147
Santa Barbara–Santa Maria–Lompoc, Cal.	21,848	148
Lubbock, Tex.	21,756	149
Joliet, Ill.	21,606	150
Total Top 150	12,300,006	
York, Pa.	21,579	151
Killeen–Temple, Tex.	21,348	152
Trenton, N.J.	21,312	153
Vallejo–Fairfield–Napa, Cal.	20,946	154
Savannah, Ga.	20,878	155
Eugene–Springfield, Ore.	20,784	156
Pensacola, Fla.	20,740	157
Springfield, Mo.	20,415	158
Boulder–Longmont, Colo.	20,291	159
Green Bay, Wisc.	20,026	160
Springfield, Ill.	19,554	161
Huntington–Ashland, W.Va.–Ky.	19,553	162
Roanoke, Va.	19,300	163
Reading, Pa.	19,179	164
Tyler, Tex.	18,975	165
Atlantic City, N.J.	18,540	166
Charleston, W.Va.	18,393	167
Poughkeepsie, N.Y.	18,351	168
Peoria, Ill.	18,125	169
Fort Pierce, Fla.	18,024	170
Salem, Ore.	17,799	171
Orange County, N.Y.	17,707	172
Champaign–Urbana–Rantoul, Ill.	17,690	173
Utica–Rome, N.Y.	17,204	174
Binghamton, N.Y.	17,067	175
Macon–Warner Robins, Ga.	16,877	176
Brownsville–Harlingen, Tex.	16,857	177
Cedar Rapids, Iowa	16,775	178
Columbus, Ga.	16,664	179
Lafayette, La.	16,209	180
Tallahassee, Fla.	15,926	181
Portland, Me.	15,902	182
Hickory–Morganton, N.C.	15,850	183
Asheville, N.C.	15,252	184
Bremerton, Wash.	15,233	185
Waco, Tex.	14,966	186
Gainesville, Fla.	14,935	187
Duluth, Minn.	14,925	188
Lima, Ohio	14,578	189
Longview–Marshall, Tex.	14,502	190
Lafayette–West Lafayette, Ind.	14,292	191
Visalia–Tulare–Porterville, Cal.	14,216	192
Galveston–Texas City, Tex.	14,211	193
Lorain–Elyria, Ohio	14,191	194
Fort Collins–Loveland, Colo.	13,818	195
New London–Norwich, Conn.	13,730	196
Erie, Pa.	13,622	197
Fort Smith, Ark.	13,590	198
Bradenton, Fla.	13,453	199
Wheeling, W.Va.	13,085	200
Total Top 200	13,157,444	
Lake Charles, La.	13,027	201
Chico, Cal.	13,023	202
Fargo–Moorhead, N.D.–Minn.	13,006	203
Provo–Orem, Utah	12,842	204
Sioux Falls, S.D.	12,717	205
Clarksville–Hopkinsville, Tenn.–Ky.	12,700	206
Dothan, Ala.	12,656	207
Boise, Ida.	12,511	208
Naples, Fla.	12,449	209
Fayetteville–Springdale, Ark.	12,434	210
Ocala, Fla.	12,098	211
Wichita Falls, Tex.	12,053	212
Wilmington, N.C.	12,012	213
Monroe, La.	11,943	214
Medford, Ore.	11,877	215
Kokomo, Ind.	11,857	216
Florence, Ala.	11,808	217
Alexandria, La.	11,728	218
Jacksonville, N.C.	11,716	219
Texarkana, Tex.–Ark.	11,569	220
Tuscaloosa, Ala.	11,460	221
Topeka, Kans.	11,272	222
Rochester, Minn.	10,996	223
Lincoln, Neb.	10,930	224
Parkersburg–Marietta, W.Va.–Ohio	10,893	225
La Crosse, Wisc.	10,881	226
Muncie, Ind.	10,623	227
Anderson, Ind.	10,577	228
Fort Walton Beach, Fla.	10,478	229
Olympia, Wash.	10,426	230
Joplin, Mo.	10,412	231
Mansfield, Ohio	10,312	232
Johnstown, Pa.	10,249	233
Houma–Thibodaux, La.	10,194	234
Santa Cruz, Cal.	10,154	235
Hamilton–Middletown, Ohio	10,048	236
Lynchburg, Va.	10,040	237
Charlottesville, Va.	10,027	238
Niagara Falls, N.Y.	9,996	239
Racine, Wisc.	9,970	240
Eau Claire, Wisc.	9,836	241
Altoona, Pa.	9,752	242
Columbia, Mo.	9,593	243
Biloxi–Gulfport, Miss.	9,380	244
Abilene, Tex.	9,349	245
Billings, Mont.	9,246	246
Bryan–College Station, Tex.	9,182	247
Waterloo–Cedar Falls, Iowa	9,168	248
Midland, Tex.	9,155	249
Lawton, Okla.	9,141	250
Total Top 250	13,707,210	
Panama City, Fla.	9,108	251
Decatur, Ill.	8,887	252
Brazoria, Tex.	8,753	253
Janesville–Beloit, Wisc.	8,741	254
Pueblo, Colo.	8,549	255
Elkhart–Goshen, Ind.	8,548	256
Muskegon, Mich.	8,545	257
Richland–Kennewick–Pasco, Wash.	8,525	258
Athens, Ga.	8,488	259
Yakima, Wash.	8,447	260
Bloomington, Ind.	8,442	261
Anniston, Ala.	8,372	262
Bloomington–Normal, Ill.	8,270	263
Decatur, Ala.	8,197	264
San Angelo, Tex.	8,157	265
Redding, Cal.	8,093	266
Pittsfield, Mass.	7,963	267
Hagerstown, Md.	7,911	268
Vancouver, Wash.	7,720	269
Jackson, Mich.	7,712	270
Sherman–Denison, Tex.	7,684	271
Owensboro, Ky.	7,615	272
Anderson, S.C.	7,571	273
Albany, Ga.	7,491	274
Bismarck, N.D.	7,467	275
Gadsden, Ala.	7,447	276
Sharon, Pa.	7,425	277
Beaver County, Pa.	7,334	278
Bangor, Me.	7,285	279
Burlington, N.C.	7,134	280
Jackson, Tenn.	7,111	281
State College, Pa.	6,982	282
Steubenville–Weirton, Ohio–W.Va.	6,978	283
Elmira, N.Y.	6,967	284
Florence, S.C.	6,937	285
Wausau, Wisc.	6,929	286
Great Falls, Mont.	6,902	287
Williamsport, Pa.	6,860	288
Las Cruces, N.M.	6,849	289
Sioux City, Iowa	6,788	290
Kenosha, Wisc.	6,615	291
Odessa, Tex.	6,606	292
Rapid City, S.D.	6,571	293
Iowa City, Iowa	6,554	294
Santa Fe, N.M.	6,532	295
St. Joseph, Mo.	6,457	296
Victoria, Tex.	6,257	297
Battle Creek, Mich.	6,229	298
Glens Falls, N.Y.	6,138	299
Jamestown–Dunkirk, N.Y.	6,033	300
Yuba City, Cal.	6,001	301
Greeley, Colo.	5,969	302
Burlington, Vt.	5,818	303
Vineland–Millville–Bridgeton, N.J.	5,705	304
Grand Forks, N.D.	5,604	305
Kankakee, Ill.	5,573	306
Cumberland, Md.	5,448	307
Benton Harbor, Mich.	5,427	308
Merced, Cal.	5,402	309
Dubuque, Iowa	5,343	310
Danville, Va.	5,302	311
Sheboygan, Wisc.	5,226	312
Pine Bluff, Ark.	5,194	313
Cheyenne, Wyo.	5,190	314
Lawrence, Kans.	4,698	315
Lewiston–Auburn, Me.	4,482	316
Yuma, Ariz.	4,455	317
Pascagoula, Miss.	4,281	318
Casper, Wyo.	4,271	319
Enid, Okla.	4,030	320
Total Above Areas	14,185,885	
Percent of U.S.	86.5746	
U.S. Total	16,385,487	

Home Computer and Calculator Sales

Area	($000)	Rank
Los Angeles–Long Beach, Cal.	532,514	1
New York, N.Y.	276,150	2
San Jose, Cal.	246,107	3
Washington, D.C.	177,915	4
Chicago, Ill.	166,931	5
Houston, Tex.	159,278	6
Anaheim–Santa Ana, Cal.	152,074	7
Seattle, Wash.	148,257	8
Oakland, Cal.	147,495	9
Philadelphia, Pa.	131,034	10
Boston–Lawrence–Salem–Lowell–Brockton, Mass.	130,915	11
San Diego, Cal.	125,860	12
Phoenix, Ariz.	125,633	13
Detroit, Mich.	124,291	14
San Francisco, Cal.	118,312	15
Atlanta, Ga.	100,526	16
Dallas, Tex.	99,316	17
Nassau–Suffolk, N.Y.	89,947	18
Tampa–St. Petersburg–Clearwater, Fla.	87,799	19
Minneapolis–St. Paul, Minn.	80,385	20
Miami–Hialeah, Fla.	77,882	21
Riverside–San Bernardino, Cal.	73,263	22
Nashville, Tenn.	70,553	23
Baltimore, Md.	69,726	24
Milwaukee, Wisc.	69,082	25
Bergen–Passaic, N.J.	67,372	26
St. Louis, Mo.	66,210	27
Columbus, Ohio	65,589	28
Portsmouth–Dover–Rochester, N.H.	63,025	29
Indianapolis, Ind.	62,759	30
Denver, Colo.	61,868	31
Manchester–Nashua, N.H.	61,795	32
Pittsburgh, Pa.	50,846	33
Sacramento, Cal.	49,190	34
Fort Worth–Arlington, Tex.	48,850	35
Salt Lake City–Ogden, Utah	48,094	36
Portland, Ore.	47,597	37
Oxnard–Ventura, Cal.	46,089	38
Middlesex–Somerset–Hunterdon, N.J.	45,472	39
Canton, Ohio	44,565	40
Hartford–New Britain–Middletown–Bristol, Conn.	42,729	41
Kansas City, Mo.–Kans.	39,987	42
Cleveland, Ohio	38,798	43
Rochester, N.Y.	38,046	44
Orlando, Fla.	36,666	45
Albany–Schenectady–Troy, N.Y.	35,824	46
Newark, N.J.	35,192	47
New Orleans, La.	34,457	48
Tulsa, Okla.	34,395	49
Norfolk–Virginia Beach–Newport News, Va.	34,118	50
Total Top 50	**4,780,778**	
San Antonio, Tex.	32,844	51
Tucson, Ariz.	32,639	52
Greensboro–Winston-Salem–High Point, N.C.	32,483	53
Raleigh–Durham, N.C.	30,699	54
Charlotte–Gastonia–Rock Hill, N.C.–S.C.	30,683	55
Bridgeport–Stamford–Norwalk–Danbury, Conn.	30,231	56
Baton Rouge, La.	28,862	57
Cincinnati, Ohio	28,643	58
Monmouth–Ocean, N.J.	28,400	59
Buffalo, N.Y.	27,812	60
Austin, Tex.	27,734	61
Oklahoma City, Okla.	27,445	62
Jacksonville, Fla.	26,710	63
Fort Lauderdale–Hollywood–Pompano Beach, Fla.	26,304	64
Dayton–Springfield, Ohio	26,035	65
Omaha, Neb.	25,693	66
Jersey City, N.J.	25,519	67
Memphis, Tenn.	25,233	68
Richmond–Petersburg, Va.	25,114	69
New Haven–Waterbury–Meriden, Conn.	23,094	70
Providence–Pawtucket–Woonsocket, R.I.	21,749	71
Worcester–Fitchburg–Leominster, Mass.	21,360	72
Lake County, Ill.	21,318	73
Honolulu, Haw.	21,272	74
Birmingham, Ala.	20,301	75
Fresno, Cal.	19,748	76
Tacoma, Wash.	18,141	77
Springfield, Mass.	17,986	78
Lansing–East Lansing, Mich.	17,930	79
Trenton, N.J.	17,799	80
Louisville, Ky.	17,678	81
Albuquerque, N.M.	17,048	82
El Paso, Tex.	16,381	83
West Palm Beach–Boca Raton–Delray Beach, Fla.	16,072	84
Grand Rapids, Mich.	15,680	85
Columbia, S.C.	15,419	86
Jackson, Miss.	15,392	87
Santa Rosa–Petaluma, Cal.	15,296	88
New Bedford–Fall River–Attleboro, Mass.	15,165	89
Lexington-Fayette, Ky.	15,060	90
Wilmington, Del.	14,970	91
Knoxville, Tenn.	14,917	92
Allentown–Bethlehem–Easton, Pa.	14,859	93
Santa Barbara–Santa Maria–Lompoc, Cal.	14,823	94
Fort Wayne, Ind.	14,601	95
Las Vegas, Nev.	14,490	96
Des Moines, Iowa	14,443	97
Shreveport, La.	14,425	98
Huntsville, Ala.	14,329	99
Madison, Wisc.	14,256	100
Total Top 100	**5,845,863**	
Boise, Ida.	14,190	101
Portland, Me.	13,831	102
Spokane, Wash.	13,731	103
Stockton, Cal.	13,550	104
Akron, Ohio	13,434	105
Greenville–Spartanburg, S.C.	13,378	106
Syracuse, N.Y.	13,346	107
South Bend–Mishawaka, Ind.	13,207	108
Chattanooga, Tenn.	13,134	109
Melbourne–Titusville–Palm Bay, Fla.	13,115	110
Harrisburg–Lebanon–Carlisle, Pa.	13,043	111
Vallejo–Fairfield–Napa, Cal.	12,723	112
Colorado Springs, Colo.	12,636	113
Sarasota, Fla.	12,529	114
Aurora–Elgin, Ill.	12,362	115
St. Cloud, Minn.	12,201	116
Lincoln, Neb.	11,704	117
Scranton–Wilkes-Barre, Pa.	11,679	118
Poughkeepsie, N.Y.	11,621	119
Corpus Christi, Tex.	11,515	120
Toledo, Ohio	11,489	121
Beaumont–Port Arthur, Tex.	11,229	122
Roanoke, Va.	11,201	123
Santa Cruz, Cal.	10,970	124
Bloomington–Normal, Ill.	10,863	125
Little Rock–North Little Rock, Ark.	10,861	126
McAllen–Edinburg–Mission, Tex.	10,423	127
Anchorage, Alas.	10,380	128
Reno, Nev.	10,374	129
Modesto, Cal.	10,314	130
Wichita, Kans.	10,270	131
Gary–Hammond, Ind.	10,227	132
Lubbock, Tex.	9,845	133
Salinas–Seaside–Monterey, Cal.	9,749	134
Lancaster, Pa.	9,603	135
Visalia–Tulare–Porterville, Cal.	9,550	136
Charleston, S.C.	9,443	137
Kalamazoo, Mich.	9,312	138
Fort Myers–Cape Coral, Fla.	9,026	139
Amarillo, Tex.	8,942	140
Lakeland–Winter Haven, Fla.	8,850	141
Tallahassee, Fla.	8,726	142
Rockford, Ill.	8,481	143
Bakersfield, Cal.	8,460	144
Erie, Pa.	8,283	145
Johnson City–Kingsport–Bristol, Tenn.	8,227	146
Augusta, Ga.	8,174	147
Provo–Orem, Utah	8,105	148
Eugene–Springfield, Ore.	7,998	149
Flint, Mich.	7,953	150
Total Top 150	**6,390,120**	
Youngstown–Warren, Ohio	7,772	151
York, Pa.	7,770	152
Naples, Fla.	7,763	153
Binghamton, N.Y.	7,745	154
Laredo, Tex.	7,726	155
Daytona Beach, Fla.	7,666	156
Salem, Ore.	7,654	157
Atlantic City, N.J.	7,596	158
Fort Pierce, Fla.	7,551	159
Springfield, Ill.	7,512	160
Lafayette, La.	7,496	161
Appleton–Oshkosh–Neenah, Wisc.	7,443	162
Montgomery, Ala.	7,417	163
Pensacola, Fla.	7,346	164
Davenport–Rock Island–Moline, Iowa–Ill.	7,295	165
Ann Arbor, Mich.	7,253	166
Saginaw–Bay City–Midland, Mich	7,009	167
Redding, Cal.	6,931	168
Hamilton–Middletown, Ohio	6,890	169
Boulder–Longmont, Colo.	6,804	170
Fayetteville, N.C.	6,776	171
Richland–Kennewick–Pasco, Wash.	6,766	172
Peoria, Ill.	6,701	173
Savannah, Ga.	6,623	174
Mobile, Ala.	6,612	175
New London–Norwich, Conn.	6,487	176
Dothan, Ala.	6,412	177
Rochester, Minn.	6,360	178
Longview–Marshall, Tex.	6,336	179
Evansville, Ind.	6,273	180
Janesville–Beloit, Wisc.	6,247	181
Green Bay, Wisc.	6,226	182
Joliet, Ill.	6,125	183
Reading, Pa.	6,101	184
Duluth, Minn.	6,016	185
Olympia, Wash.	5,997	186
Gainesville, Fla.	5,985	187
Macon–Warner Robins, Ga.	5,971	188
Springfield, Mo.	5,886	189
Mansfield, Ohio	5,759	190
Wilmington, N.C.	5,671	191
Killeen–Temple, Tex.	5,516	192
Victoria, Tex.	5,486	193
Fort Walton Beach, Fla.	5,470	194
Athens, Ga.	5,442	195
Brownsville–Harlingen, Tex.	5,432	196
Fort Collins–Loveland, Colo.	5,385	197
Utica–Rome, N.Y.	5,385	197
Tyler, Tex.	5,189	199
Fargo–Moorhead, N.D.–Minn.	5,090	200
Total Top 200	**6,718,484**	
Bradenton, Fla.	5,030	201
Burlington, Vt.	4,918	202
Anderson, Ind.	4,900	203
Santa Fe, N.M.	4,861	204
Yakima, Wash.	4,860	205
Chico, Cal.	4,825	206
Bremerton, Wash.	4,793	207
Columbus, Ga.	4,760	208
Biloxi–Gulfport, Miss.	4,759	209
Galveston–Texas City, Tex.	4,733	210
Ocala, Fla.	4,725	211
Champaign–Urbana–Rantoul, Ill.	4,724	212
Merced, Cal.	4,714	213
Bangor, Me.	4,681	214
Asheville, N.C.	4,595	215
Charlottesville, Va.	4,580	216
Vancouver, Wash.	4,560	217
State College, Pa.	4,541	218
Altoona, Pa.	4,474	219
Williamsport, Pa.	4,469	220
Orange County, N.Y.	4,457	221
Waco, Tex.	4,450	222
Charleston, W.Va.	4,440	223
Lima, Ohio	4,440	223
Pittsfield, Mass.	4,370	225
Monroe, La.	4,315	226
Fayetteville–Springdale, Ark.	4,228	227
Huntington–Ashland, W.Va.–Ky.	4,192	228
Yuba City, Cal.	4,116	229
Lynchburg, Va.	4,078	230
Elmira, N.Y.	4,075	231
Wichita Falls, Tex.	4,004	232
Abilene, Tex.	3,838	233
Texarkana, Tex.–Ark.	3,731	234
Lafayette–West Lafayette, Ind.	3,725	235
Sioux Falls, S.D.	3,714	236
Florence, Ala.	3,709	237
Wheeling, W.Va.	3,704	238
Medford, Ore.	3,690	239
Cedar Rapids, Iowa	3,683	240
Decatur, Ill.	3,638	241
Wausau, Wisc.	3,602	242
Billings, Mont.	3,564	243
Clarksville–Hopkinsville, Tenn.–Ky.	3,553	244
Terre Haute, Ind.	3,481	245
Waterloo–Cedar Falls, Iowa	3,420	246
Tuscaloosa, Ala.	3,385	247
Hickory–Morganton, N.C.	3,365	248
Casper, Wyo.	3,349	249
Lorain–Elyria, Ohio	3,345	250
Total Top 250	**6,928,647**	
Jackson, Tenn.	3,337	251
Bryan–College Station, Tex.	3,293	252
Alexandria, La.	3,287	253
Benton Harbor, Mich.	3,232	254
Lake Charles, La.	3,213	255
Hagerstown, Md.	3,189	256
San Angelo, Tex.	3,131	257
Jacksonville, N.C.	3,092	258
Muskegon, Mich.	3,077	259
Jackson, Mich.	3,039	260
Pueblo, Colo.	3,037	261
Glens Falls, N.Y.	3,020	262
Sherman–Denison, Tex.	2,970	263
Gadsden, Ala.	2,950	264
Lewiston–Auburn, Me.	2,915	265
Yuma, Ariz.	2,842	266
Battle Creek, Mich.	2,771	267
Midland, Tex.	2,762	268
Lawton, Okla.	2,739	269
Columbia, Mo.	2,728	270
Johnstown, Pa.	2,728	270
Racine, Wisc.	2,727	272
Great Falls, Mont.	2,707	273
Las Cruces, N.M.	2,707	273
Burlington, N.C.	2,697	275
Grand Forks, N.D.	2,689	276
Jamestown–Dunkirk, N.Y.	2,646	277
Fort Smith, Ark.	2,641	278
Elkhart–Goshen, Ind.	2,610	279
Houma–Thibodaux, La.	2,601	280
Albany, Ga.	2,593	281
Cumberland, Md.	2,593	281
Niagara Falls, N.Y.	2,588	283
Bellingham, Wash.	2,552	284
Steubenville–Weirton, Ohio–W.Va.	2,548	285
Decatur, Ala.	2,508	286
Rapid City, S.D.	2,500	287
Panama City, Fla.	2,491	288
Greeley, Colo.	2,486	289
Kenosha, Wisc.	2,486	289
Parkersburg–Marietta, W.Va.–Ohio	2,483	291
Cheyenne, Wyo.	2,465	292
Topeka, Kans.	2,455	293
Vineland–Millville–Bridgeton, N.J.	2,381	294
Odessa, Tex.	2,363	295
Sioux City, Iowa	2,352	296
Anderson, S.C.	2,351	297
Bismarck, N.D.	2,337	298
Joplin, Mo.	2,313	299
Florence, S.C.	2,285	300
Kokomo, Ind.	2,262	301
Eau Claire, Wisc.	2,247	302
Bloomington, Ind.	2,228	303
Brazoria, Tex.	2,149	304
Dubuque, Iowa	2,111	305
Lawrence, Kans.	1,950	306
Anniston, Ala.	1,938	307
Muncie, Ind.	1,925	308
Danville, Va.	1,923	309
Owensboro, Ky.	1,890	310
Iowa City, Iowa	1,789	311
La Crosse, Wisc.	1,742	312
Kankakee, Ill.	1,708	313
Beaver County, Pa.	1,688	314
Pine Bluff, Ark.	1,538	315
Sharon, Pa.	1,536	316
Enid, Okla.	1,521	317
Sheboygan, Wisc.	1,507	318
St. Joseph, Mo.	1,494	319
Pascagoula, Miss.	1,418	320
Total Above Areas	**7,101,718**	
Percent of U.S.	**89.8967**	
U.S. Total	**7,899,869**	